

உள்ளுவ தெல்லாம் உயர்வுள்ளல் மற்றது
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a research based advisory report, prepared by...

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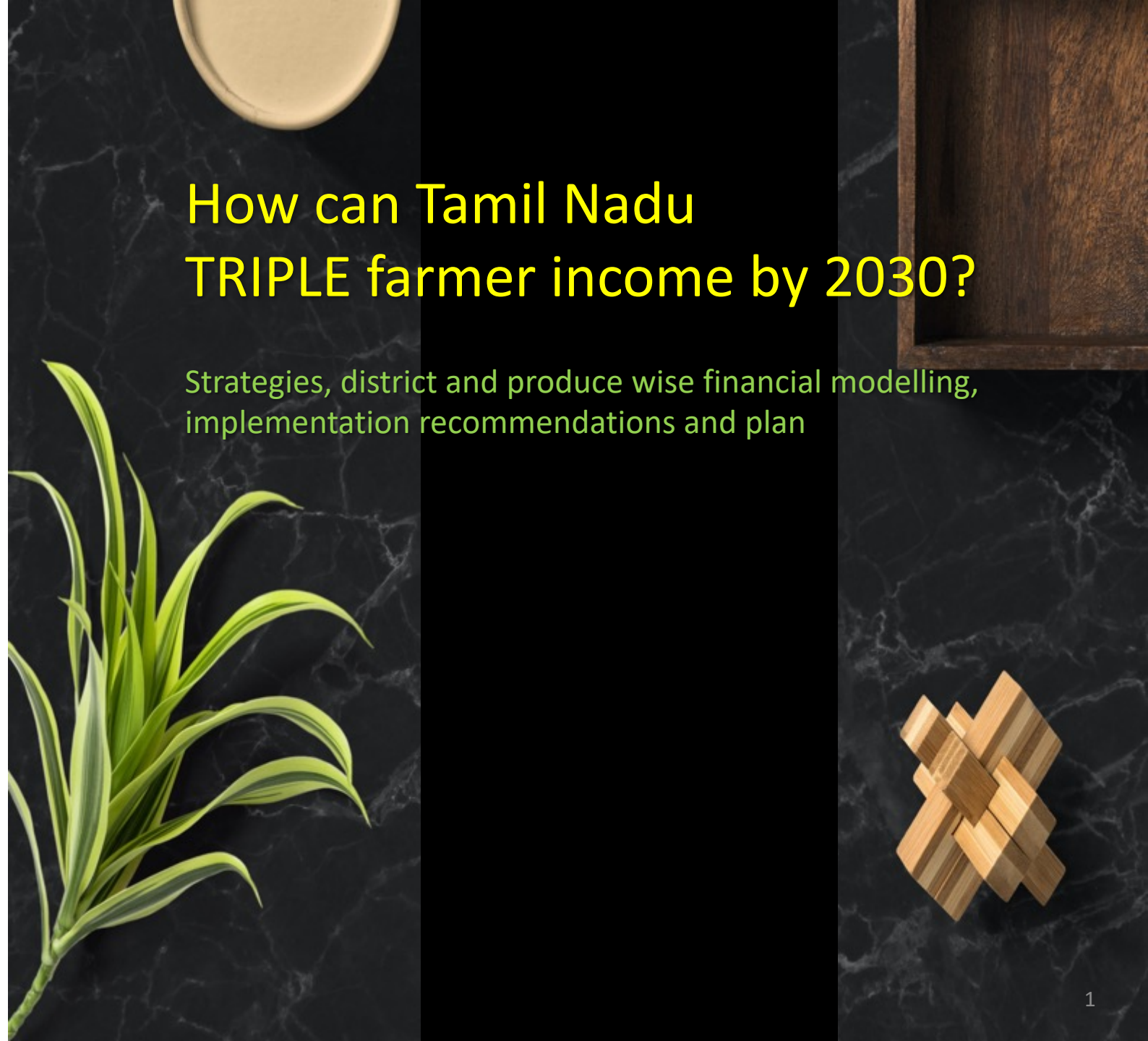
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How can Tamil Nadu TRIPLE farmer income by 2030?

Strategies, district and produce wise financial modelling,
implementation recommendations and plan





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Work Experience

11 years in Strategy Consulting

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6 years in Pharma MNC

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Purpose of this document

Under the leadership of our visionary Chief Minister, several critical initiatives are underway, and our state is on right track in its transformational journey.

This research based advisory report is developed with self motivation for contributing to improving farmers income from current average income of Rs 87,000 to Rs 2,37,000.

This report is developed based on data collected from TN data website and other agriculture and allied industries related websites.

The insights and proposed recommendations explained in this report could be leveraged as inputs to strengthening TN's Agri & Allied 2030 Strategic plan, Initiatives, Schemes, budget planning and implementation.

Copy of this report is sent to offices of Honorable Chief Minister, Honorable Minister of Agriculture and Farmers Welfare Department, Chief Secretary to Government, Secretary to Agriculture and Farmers Welfare Department, Secretary to Planning, Development and Special Initiatives Department.

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Executive Summary

What's the problem addressed in this report?

This report aims to solve the following problem affecting farmer income:

While there are many problems linked to poor farmer income, the main problem observed in this research is that our farmers are not maximizing effort in high income generating produces and markets.

As per UN/NITI SDG 2030 progress, top ranked Kerala's farmer income is 2.5 times of TN (TN = Rs 87,000, Kerala = Rs 2.2 Lakhs). And, within TN, the average farmer income in 21 districts is below poverty line.

The main problem contributing to farmers' financial distress is that currently, **77%** of cultivated area is generating only **24%** of Agri & Allied income.

Of these areas, 71% of area is for Paddy cultivation requiring daily consumption of 6-10 mm i.e., 2-3 times requirement of other high income generating crops (except Sugarcane).

TN has the potential to triple farmer income by shifting the approach from **'Sell what's produced'** to **'Prioritize and Scaleup the Produces and Markets generating exponential value'**.

This report has detailed out the strategies, financial modelling at produce and district level towards the ambition of Rs 2,37,000 farmer income. Besides the strategies and financial estimation, this report has detailed out the required reforms to make it achieved.

Define market-oriented strategies to maximize financial income

Financial modelling to ensure farmers in every district achieves
Rs 2,37,000

Plan hubs to enable laser focus in scaling up production, supply chain, allied industries

- 1 Categorize financially viable and less viable produces
- 2 Define market segments for each produce based on market potential
- 3 Make strategic choices of produce to market (where to reduce area, export, pan India, TN market)

- 4 Under the framework of chosen strategies, identify game changing produces for each district and maximize production and income targets
- 5 Rs 2,37,000 farmer income focused financial modeling at produce and district level

- 6 Identify hubs for game changing produces in each district to consolidate and maximize production and efficient supply chain to right markets for exponential income generation,
 - Export market hubs
 - Pan India market hubs
 - Hubs for TN market (horticulture, others)

The approach adopted to solve this problem

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How to make it happen?
Phased Implementation plan and Change management

Reposition and realign policies, budget, departments to

- State level prioritization and planning
- Design schemes and initiatives to trigger farmer attractiveness, market attractiveness
- Establish hubs infrastructure
- Introduce and promote new allied industries

Accountability target setting for key players in ecosystem towards Rs 2,37,000 farmer income ambition

- AgriMark
- Tamil Nadu State Agricultural Marketing Board (TNSAMB)
- APEDA

- District Administration
- MLAs
- Local administration bodies

- TNAU
- KVK
- Research centres
- Village Agri Officers

- Agri SIPCOT
- Export, Indian market facilitators - TNSAMB/AgriMark

Empower, educate, support farmers in,

- Farmer financial management – budget planning, controlling cost, investment, savings
- Advisory support by local agri financial institutions

To improve farmer income from Rs 87,000 to Rs 2,37,000, TN Agri&Allied’s Gross Value Added (GVA) must be increased by Rs 2,36,981 Cr from current value of Rs 1,27,240 Cr

What could be our market-oriented strategies to maximize financial income?

Reduce by Rs 3,044
from Rs 20,689 Cr

Strategy # 1: Reallocate 15.8 Lakhs Ha area of produces occupying larger area and generating lower financial return to high income generating produces. However, maintain current production levels mainly by focusing on doubling productivity.

Produces scope: Paddy, Groundnut, Maize, Horsegram, Onion.

Increase by Rs 25,770
from Rs 8,496 Cr

Strategy # 2: Lead in global market

Produces scope: Turmeric, Coconut, Cotton, Tea.

Increase by Rs 1,37,735
from Rs 33,206 Cr

Strategy # 3: Increase export exponentially for the produces having low export income currently, but has high income generating potential from export

Produces scope: Tapioca, Carrot, Lady's Finger, Bitter gourd, Cucumber, Gooseberry, Ragi, Cumbu (Pearl millet/ Bajra), Gingelly, Samai (Small millets), Jasmine, Tube rose, Rose, Pepper, Ginger, Garlic, Cardamom, Cocoa, Tobacco, Jaggery (Cane and Palm), Glory lily, Coleus

Increase by Rs 42,726
from Rs 41,781 Cr

Strategy # 4: Lead in Indian market

Produces scope: Drumstick, Tamarind, Tomato, Banana, Green gram (Moong), Sugarcane, Mango, Cashew Nut, Ulundam (Black gram/Urad), Cholam (Jowar/Sorghum), Meat, Eggs (Desi and Improved)

Increase by Rs 56,999
from Rs 23,068 Cr

Strategy # 5: Focus TN Market only, predominantly for the horticulture produces

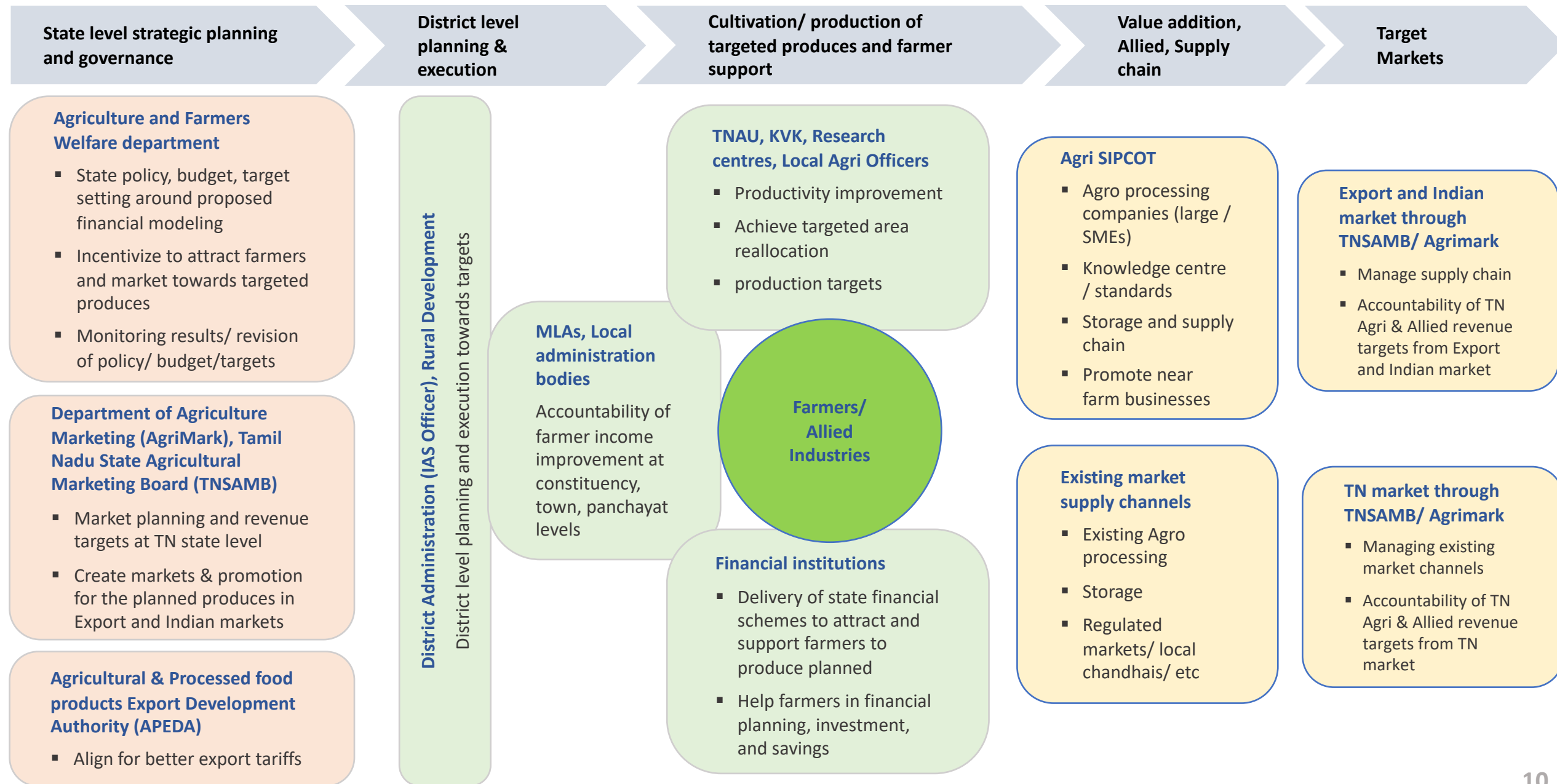
Produces scope: Sapota, Watermelon, Jackfruit, Grapes, Guava, Pineapple, Papaya, Pear, Lemon, Orange, Orange (Mandarin), Pomegranate, Bean, Cabbage, Brinjal, Leafy vegetables, Sweet potato, Potato, Sunflower, Castor, Palmarosa, Chilies, Coriander, Cloves, Curry leaves, Varagu (Kodo Millet), Korra (Thinai), Red gram, Bengal gram, Honey, Palmarosa

Executive Summary	Note: Districts as of 2019 list		Farmer Income (Rs)			District Agri & Allied GVA (Rs in Cr)			Reallocate area to high income		Lead in Global Market		Increase export		Lead in Indian Market		Focus TN Market		New allied	
		Area (Ha)	Now	Target	Increase	Now	Target	Increase	Now	Target	Now	Target	Now	Target	Now	Target	Now	Target	Target	
Under the chosen, strategies framework, detailed out financial modelling to ensure farmers in every district achieves Rs 2,37,000	Highly Distressed Districts	Ramanathapuram	1,77,789	13,746	2,37,107	2,23,361	661	11,395	10,733	280	171	47	47	46	2,332	110	3,195	177	5,150	500
		Nagapattinam	2,67,037	24,706	2,37,090	2,12,384	1,783	17,111	15,328	744	457	97	97	11	1,598	476	3,906	454	9,453	1,600
		Tiruvavarur	2,90,293	26,209	2,37,095	2,10,886	2,056	18,602	16,546	1,140	704	122	468	19	8,502	534	4,102	242	3,626	1,200
		Thoothukudi	2,09,614	40,697	2,37,351	1,96,655	2,306	13,447	11,141	259	172	66	96	175	7,731	1,496	4,228	310	619	600
		Sivaganga	93,558	40,863	2,37,212	1,96,349	1,033	5,998	4,965	217	131	78	78	85	1,881	361	1,911	292	1,497	500
		Kanniyakumari	79,043	46,259	2,37,102	1,90,844	988	5,065	4,077	86	43	452	452	86	303	155	1,577	209	2,189	500
		Virudhunagar	1,33,202	46,846	2,37,360	1,90,513	1,686	8,545	6,859	354	283	239	431	245	2,792	408	2,390	440	2,150	500
		Thanjavur	2,79,177	53,968	2,37,226	1,83,258	4,072	17,899	13,827	1,216	2,119	999	4,983	97	1,989	1,187	4,774	573	3,534	500
		Kancheepuram	1,08,982	56,760	2,37,217	1,80,457	1,672	6,987	5,315	772	463	13	13	100	1,553	305	876	482	3,582	500
		Pudukkottai	1,21,781	62,277	2,37,576	1,75,299	2,050	7,820	5,770	516	323	158	330	170	1,235	555	3,464	651	1,967	500
Transformational shifts are needed for highly distressed, below poverty line districts. There is a need to establish new allied industries.	Farmers could be BPL	Ariyalur	1,06,191	64,403	2,37,340	1,72,937	1,848	6,812	4,963	572	344	36	687	82	1,197	847	3,181	311	803	600
		The Nilgiris	72,502	65,617	2,37,245	1,71,628	1,286	4,649	3,363	2	0	633	3,259	290	808	103	104	258	479	-
		Cuddalore	3,12,148	71,808	2,37,421	1,65,613	6,058	20,030	13,972	1,441	936	75	168	1,761	8,432	1,917	3,762	863	6,732	-
		Tiruppur	1,81,397	74,593	2,37,702	1,63,110	3,657	11,654	7,997	544	446	326	1,988	150	588	1,657	3,393	980	4,740	500
		Vellore	1,77,824	76,147	2,37,746	1,61,599	3,660	11,426	7,767	834	1,255	456	1,354	464	3,168	985	2,403	921	2,747	500
		Madurai	1,29,472	76,238	2,37,327	1,61,089	2,668	8,305	5,637	336	271	150	150	920	4,936	796	2,096	467	853	-
		Tirunelveli	1,97,163	77,090	2,37,189	1,60,099	4,108	12,639	8,531	661	658	259	677	827	5,210	1,671	3,569	690	2,525	-
		Krishnagiri	2,23,045	77,493	2,37,371	1,59,878	4,671	14,309	9,638	458	458	353	778	850	5,197	1,798	4,832	1,213	2,545	500
		Tiruvallur	1,33,861	80,716	2,38,475	1,57,759	2,920	8,628	5,708	791	791	10	10	607	3,397	1,124	2,985	388	945	500
		Dindigul	2,12,243	81,821	2,37,682	1,55,861	4,694	13,634	8,941	545	544	249	529	737	6,519	1,999	3,051	1,164	2,990	-
	Above poverty line	Perambalur	99,680	89,350	2,37,241	1,47,891	2,407	6,391	3,984	903	765	134	1,425	744	3,036	348	363	279	303	500
		Salem	2,64,521	98,605	2,37,945	1,39,340	7,049	17,011	9,962	1,012	637	359	1,438	2,819	11,925	1,063	1,063	1,797	1,948	-
		Tiruchirappalli	1,57,617	99,699	2,37,761	1,38,062	4,247	10,128	5,881	681	619	113	1,687	887	4,822	1,420	1,682	1,147	1,318	-
		Karur	71,465	1,03,129	2,37,137	1,34,007	1,992	4,580	2,588	166	158	48	48	267	1,833	985	1,559	526	983	-
		Dharmapuri	2,01,213	1,09,110	2,37,840	1,28,730	5,934	12,934	7,001	536	387	345	1,949	2,344	7,526	942	942	1,766	2,130	-
		Coimbatore	1,74,133	1,14,642	2,37,090	1,22,448	5,395	11,158	5,763	157	125	1,395	6,009	202	352	2,136	1,691	1,507	2,980	-
		Erode	1,69,809	1,15,529	2,37,211	1,21,681	5,302	10,887	5,584	654	536	378	3,524	937	3,780	2,572	1,487	762	1,560	-
		Theni	1,20,959	1,17,809	2,37,265	1,19,456	3,851	7,757	3,905	266	224	508	989	306	1,015	2,044	2,322	728	3,206	-
		Villupuram	4,21,465	1,24,871	2,38,369	1,13,498	14,224	27,153	12,929	2,031	1,953	137	345	7,572	16,396	3,201	4,771	1,283	3,688	-
		Tiruvannamalai	2,77,305	1,62,911	2,39,027	76,116	12,210	17,914	5,705	1,849	1,121	39	39	7,894	13,942	993	739	1,435	2,074	8
Namakkal	2,07,050	1,92,132	2,38,642	46,511	10,752	13,354	2,603	669	553	222	222	1,514	3,739	7,593	8,090	754	750			

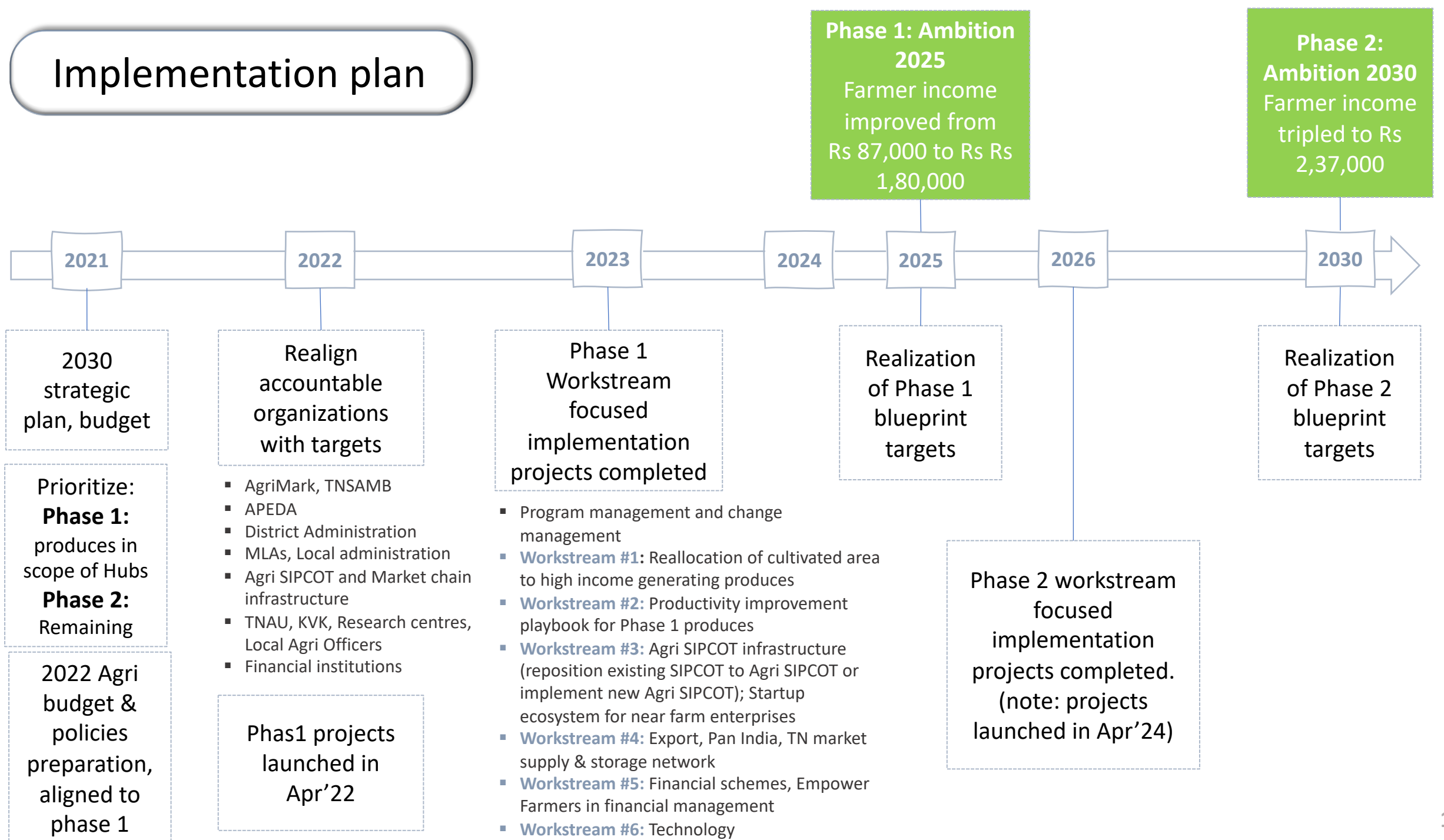
Executive Summary		Hubs for Export				Hubs for Indian Market				Hubs for TN Market (Horticulture)				Hubs for TN (Other)		
Highly Distressed Districts	Ramanathapuram	Cumbu				Tamarind		Desi eggs						Coriander	Chilies	Milk
	Nagapattinam	Bitter gourd				Tamarind	Green gram	Black gram	cashew	Brinjal				Milk		
	Tiruvarur	Bittergourd	Gingelly	Palm jaggery		Green gram		Black gram		Watermelon				Honey		
	Thoothukudi	Gooseberry	Cumbu	Bitter gourd	Palm jaggery	Banana	Green gram		Cholam					Coriander	Sunflower	
	Sivaganga	Gooseberry		Palm jaggery		Meat	Desi eggs		Papaya							
	Kanniyakumari	Cocoa				Banana	Meat		Jackfruit	Pineapple		Cloves				
	Virudhunagar	Cumbu	Cardamom			Cholam			Pomegranate	Guava		Sunflower				
	Thanjavur	Coconut	Cane jaggery			Banana		Black gram						Milk	Honey	
	Kancheepuram	Lady's finger								Watermelon	Brinjal		Honey			
	Pudukkottai	Cucumber				Cashew	Improved eggs		Jackfruit	Brinjal						
Ariyalur	Cotton	Tobacco			Drumstick		Cashew									
The Nilgiris	Tea	Carrot	Ginger	Garlic					Potato	Cabbage	Beans	Pears				
Not distressed, but farmers could be BPL	Cuddalore	Coleus				Sugarcane				Jackfruit				Varagu		
	Tirupur	Turmeric				Meat				Sapota	Papaya	Pomegranate	Curry leaves	Bengal gram		
	Vellore	Ragi	Samai	Cane jaggery		Sugarcane				Sapota	Guava			Red gram		
	Madurai	Lady's finger		Jasmine		Drumstick		Banana						Palmarosa	Varagu	
	Tirunelveli	Gooseberry		Jasmine		Mango	Desi eggs		Leafy ve.	Sweet potato			Colves			
	Krishnagiri	Ragi	Samai	Rose		Tomato		Mango		Beans	Cabbage	Potato		Red gram	Castor	
	Tiruvallur	Gingelly	Jasmine	Cane jaggery		Mango										
	Dindigul	Rose	Carrot	Pepper	Garlic	Drumstick		Tamarind		Sapota, Grapes, Pears, Lemon, Potato, Orange, Pomegranate, Beans						
	Perambalur	Cotton														
Above poverty line	Salem	Cotton	Tapioca	Ragi	Glory lilly					Pears	Orange	Leafy veg	Curry leaves			
	Tiruchirappalli	Turmeric				Banana				Lemon				Castor		
	Karur	Gingelly				Drumstick				Sweet potato				Sun flower		
	Dharmapuri	Rose	Tobacco	Glory lilly		Tomato								Palmarosa	Bengal gram	
	Coimbatore	Coconut	Ginger	Tea		Improved eggs				Grapes	Leafy veg.		Curry leaves		Bengal gram	
	Erode	Turmeric	Ginger	Garlic												
	Theni	Coconut		Cardamom		Drumstick	Tamarind		Tomato	Grapes, Orange, Leafy Veg, Papaya, Lemon, Cabbage				Red gram		
	Villupuram	Coleus		Tapioca		Sugarcane				Watermelon	Guava			Varagu	Thinai	
	Tiruvannamalai	Coleus	Glory lily			Sugarcane								Palmarosa		
	Namakkal	Tapioca		Pepper		Cholam	Improved eggs			Pineapple				Castor		

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The ecosystem that will contribute and hold accountabilities towards the ambition of tripling farmer income



Implementation plan



Phase 1 (2021-25) implementation plan – AMBITION Rs 1,80,000

Milestone 1:
Rs 1,80,000
by 2025

Dec'21-Mar'22

Decision on
Phase 1
prioritization

(focus game
changing produces
proposed in hubs
model?)

Agreement
on Phase 1
targets with
accountable
stakeholders

2022 Agri &
Allied Budget
planning

Establish
governance
mechanism

Program Kick-
off

H1.22

H2.22

H1.23

H2.23

2024

Design & Implement

Measure

Workstream #1:
Reallocation of cultivated
area to high income
generating produces

District Administration...
▪ prepares plan & targets at
Constituency, Taluk and
Village level

Agriculture Officers
work with farmers...
▪ remap farming area
▪ co-op farming groups

Agriculture Officers work with farmers...
▪ Farming initiated and in progress per
new targets

Workstream #2:
Productivity improvement
playbook for Phase 1
produces

TNAU, Research centers...
▪ Develop productivity
improvement playbook
for Phase 1 game
changing produces

KVK trains farmers...
▪ Productivity practices
▪ Near farm startup
▪ Financial schemes

Agriculture Officers work with farmers...
▪ Implement productivity playbook

Workstream #3: Agri
SIPCOT, Startup ecosystem
for near farm enterprises

Agri SIPCOT and Agri Startup (new department? TBD)...
▪ Agri investors meet; Establish Agri SIPCOT
▪ Establish Startup ecosystem; Design incentives to attract
startup enterprises

Agri SIPCOT and Agri Startup (new
department? TBD)...
▪ Agri SIPCOT begins operations
▪ Startups begin operations

Workstream #4: Export,
Pan India, TN market supply
& storage network

AgriMark, TNSAMB...
▪ Market planning – Export,
Pan India, TN market
▪ Supply chain network
planning

AgriMark, TNSAMB...
▪ Export tax tariff
related agreement
▪ Establish supply
chain network

AgriMark, TNSAMB...
▪ Quickwin targets realized
▪ Business development – promotions,
distribution
▪ Value added produces marketing

Workstream #5: Financial
schemes, Empower
Farmers in financial
management

Who TBD...
▪ Design incentives - to
attract farmers towards
remapping to target
produces

Who TBD...
▪ Develop tool or
handbook for helping
farmers in financial
management

Agri officers...
▪ Implement incentives
Local financial institutions...
▪ Implement financial management
tools

Workstream #6:
Technology

IT department...
▪ Design and develop BI
solutions for data
integration, reporting
▪ AgriTech solutions
proposal

District administration...
▪ Begin to establish
baseline reporting
IT department...
▪ Develop/ procure
AgriTech solutions

All users...
▪ Uses BI solution for reporting and
governance
IT department...
▪ Implement AgriTech solutions

Agriculture Officers...
▪ Production actuals Vs Target
▪ Productivity actuals Vs Target
▪ Area of production actuals Vs
Target
▪ Data aggregated: Village,
Taluk, District, State

Agri SIPCOT and Startup
department...
▪ Employment
▪ Allied income

AgriMark, TNSAMB...
▪ Export GVA
▪ Pan India GVA
▪ TN market GVA
▪ Produce wise GVA

Who TBD...
▪ Ratio of Incentives distributed
Vs Farmer income
▪ Farmer savings improvement
▪ Borrowings Vs Savings

IT department...
▪ AgriTech investment Vs
Productivity improvement

An open spiral-bound notebook is centered on a dark, textured background. The notebook's left page is blank white, and the right page features a white rectangular area with the text "Detailed Report". To the left of the notebook is a large green maple leaf. Below the leaf are two small, light-colored wooden erasers. To the right of the notebook are a wooden pencil and a grey pencil. In the top right corner, a portion of a dark brown, textured book cover is visible.

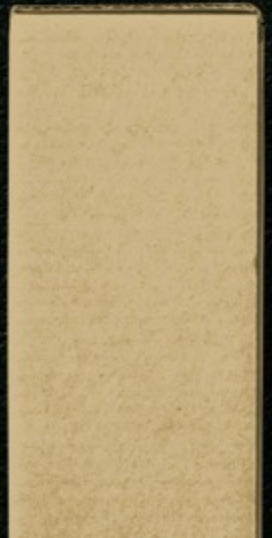
Detailed Report



Why we need to reimagine
agriculture in Tamil Nadu?

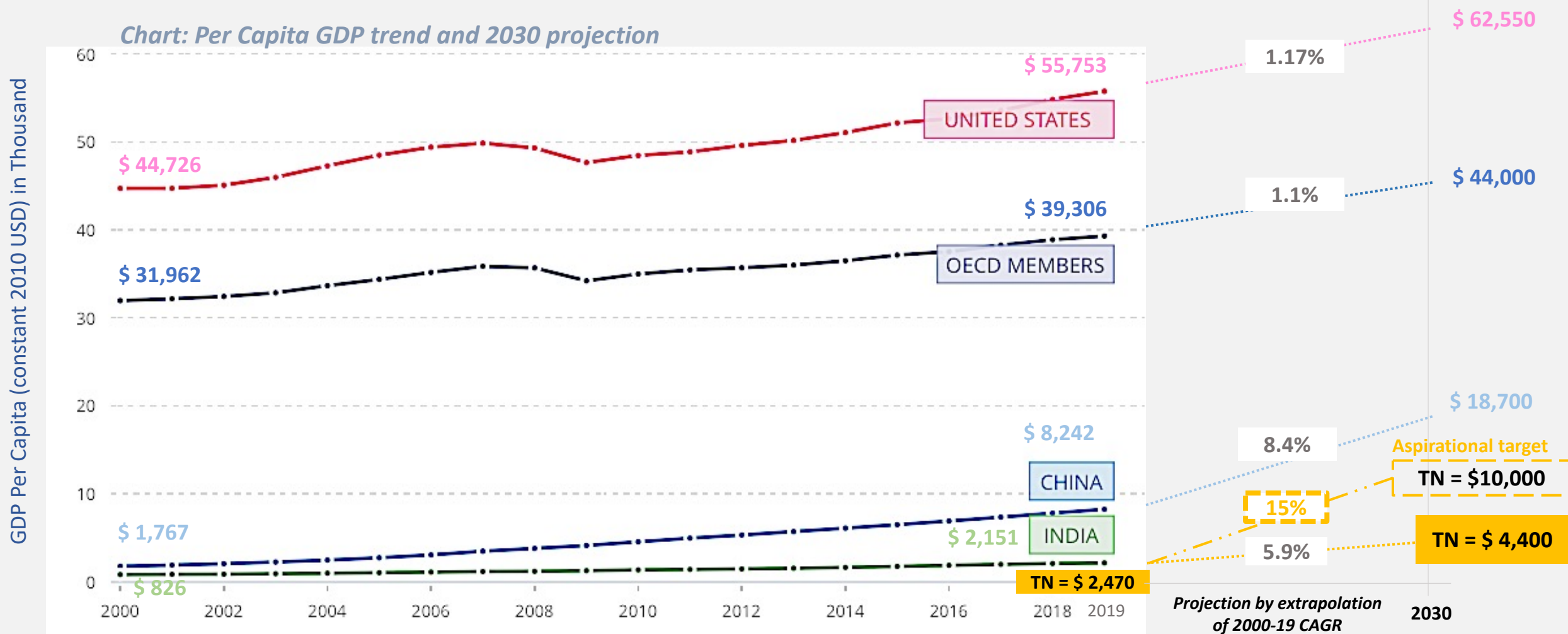
Do we have the potential to
triple farmer income?

How should we tackle the
main problems?



TN has the potential to become globally developed state, but with transformational reforms

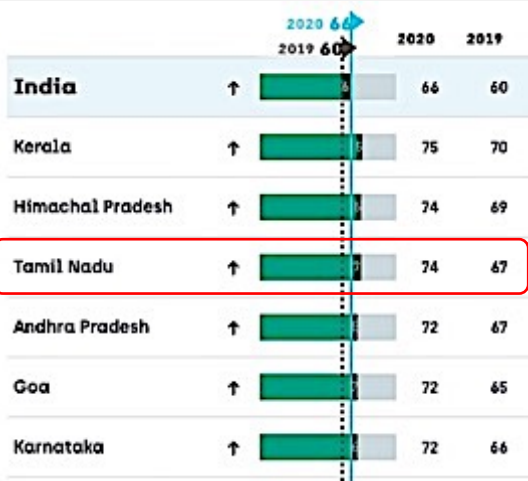
According to World Bank, the Per capita GDP of TN was at USD 2470 (~Rs 1,80,000) in 2019 and expected to grow to \$4400 (~Rs 3,20,000) by 2030 at current 5.9% CAGR rate. At this rate, our per capita GDP will be 23% of China's in 2030. Only transformational reforms at 15% CAGR can take us closer to atleast China. In this context, Farmer income is more challenging, and we need to reimagine agriculture & allied in TN with transformational reforms.



Data Source: World Bank and data projection analysis

As per UN/NITI SDG 2030 progress, top ranked Kerala's farmer income is 2.5 times of TN (TN = Rs 87,000, Kerala = Rs 2.2 Lakhs).

TN's farmer income is 40% of Kerala and we are in a situation to triple to get to the level of atleast Kerala's farmer income. Tripling farmer income during next 9 years with transformational reforms can set foundation to further accelerate to next levels against global benchmark.



Source: Sustainable Development Goals (SDG), 2020, UN, NITI Aayog

UN / NITI SDG No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Composite
	No poverty	Zero hunger	Good health & well being	Quality education	Gender equality	Clean water & Sanitation	Affordable & Clean energy	Work & Economic growth	Industry, Innovation, Infra	Reduced inequalities	Sustainable cities & communities	Consumption & production	Climate action	Life below water	Life on land	Peace, Justice, Institutions	
TN	86	66	81	69	59	87	100	71	71	74	79	78	61	11	63	71	74
..Vs Kerala	+3	-14	+9	-11	-4	-2	0	+9	+11	+5	+4	+13	-8	-42	-14	-9	-1
..Vs India	+26	+19	+7	+12	+11	+4	+8	+10	+16	+7	0	+4	+7	n/a	-3	-3	+8

23% (+5% vs KL) children under 5 years underweight, 19% (-1% vs KL) stunted
44% (+22% vs KL) of pregnant women 16% (+7%) adolescents are anemic

Rs 87000 (-1.3 lakhs vs KL)
Gross Value Added in agriculture per worker

per 1lakh female, No. crimes = 15 (-47 vs KL)
No. domestic violence = 2 (-16 vs KL)
weak in No. of women managers in listed co's

Gross Enrollment Ratio (GER)
- 86% (-7% vs KL) in Class 1-8
- 72% (-8% vs KL) in Class 11-12 (HSC)
- 49% (+12% vs KL) in after HSC

% of ground water withdrawal against availability = 81% (+30% vs KL)

6T (-40 vs KL) CO2 saved from LED bulbs per 1,000 population

Disability Adjusted Life Years (DALY) rate attributable to air pollution (per 1,00,000 population) = 2412 (+714 vs KL)

2.3 murders, 22 missing children per 1 lakh population

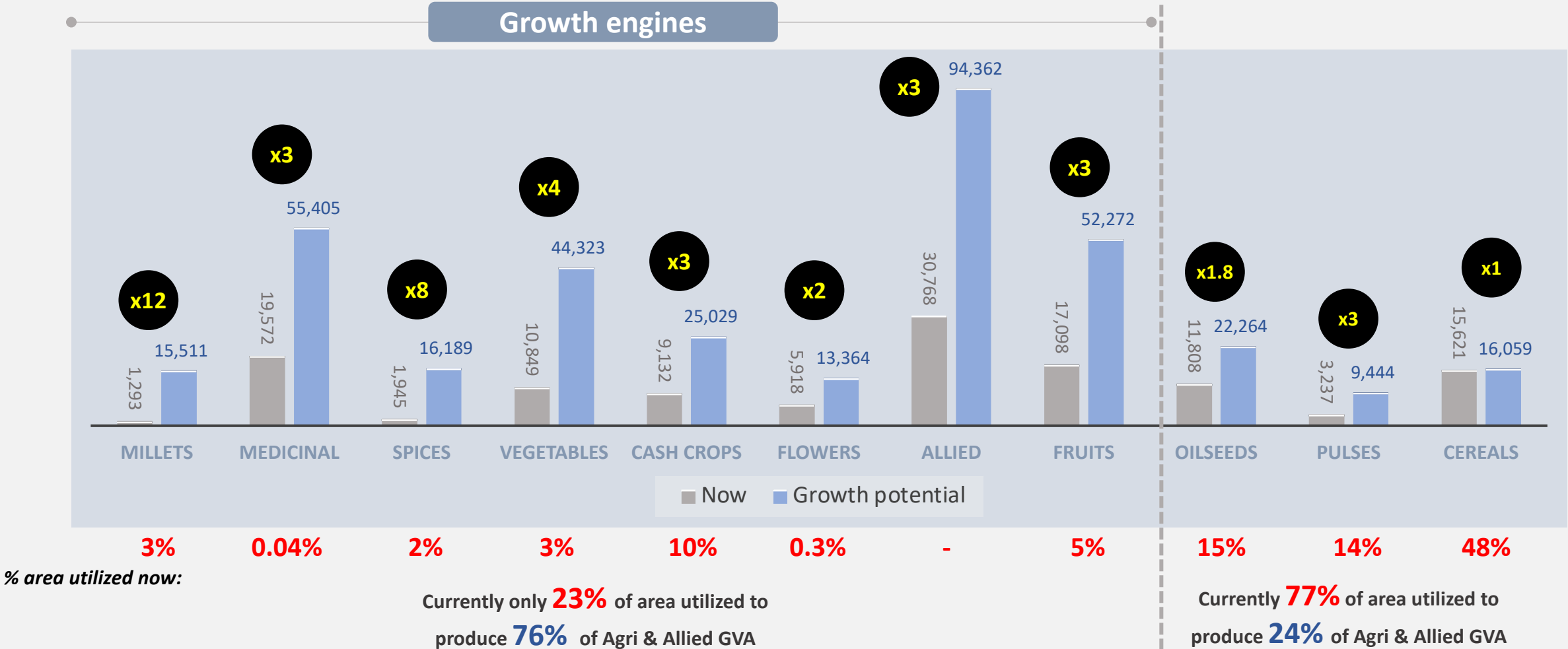
4% land with tree cover (-4% vs KL)

Shore zone costal water quality: higher levels of Biochemical oxygen demand, Total nitrogen

Currently 77% of cultivated area is utilized by Cereals, Pulses, Oilseeds generating 24% of Agri & Allied GVA. Only 23% of area is utilized for high income generating agri produces contributing to 76% of GVA.

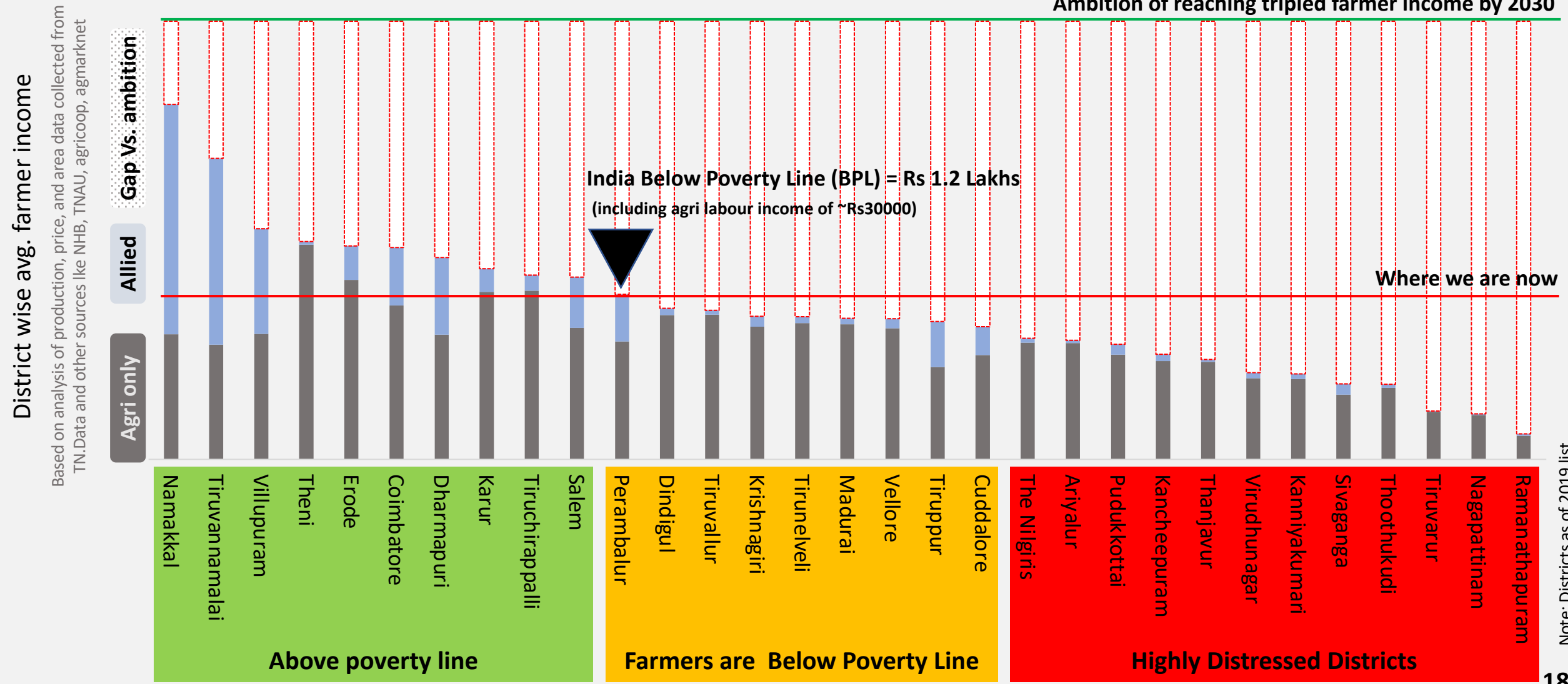
Shift in approach is required: **‘Sell what’s produced’** → **‘Prioritize & Scaleup Produces and Markets generating exponential value, while maintaining self sufficiency’**

Chart: TN Agri & Allied Output (Rs Cr) – Current situation by produce category and it’s growth potential if we shift the approach



...another challenge we need to address is managing farmer income gaps between districts. 21 districts have more farmers under BPL, of which 12 districts are highly distressed in agriculture.

The strategies and reform actions need to be CRAFTED for each district ensuring inclusive growth across all districts



How should we tackle these problems?

Define market-oriented strategies to maximize financial income

Financial modelling to ensure farmers in every district achieves
Rs 2,37,000

Plan hubs to enable laser focus in scaling up production, supply chain, allied industries

- 1 Categorize financially viable and less viable produces
- 2 Define market segments for each produce based on market potential
- 3 Make strategic choices of produce to market (where to reduce area, export, pan India, TN market)

- 4 Under the framework of chosen strategies, identify game changing produces for each district and maximize production and income targets
- 5 Rs 2,37,000 farmer income focused financial modeling at produce and district level

- 6 Identify hubs for game changing produces in each district to consolidate and maximize production and efficient supply chain to right markets for exponential income generation,
 - Export market hubs
 - Pan India market hubs
 - Hubs for TN market (horticulture, others)

7

How to make it happen?
Phased Implementation plan and Change management

Reposition and realign policies, budget, departments to

- State level prioritization and planning
- Design schemes and initiatives to trigger farmer attractiveness, market attractiveness
- Establish hubs infrastructure
- Introduce and promote new allied industries

Accountability target setting for key players in ecosystem towards Rs 2,37,000 farmer income ambition

- AgriMark
- Tamil Nadu State Agricultural Marketing Board (TNSAMB)
- APEDA

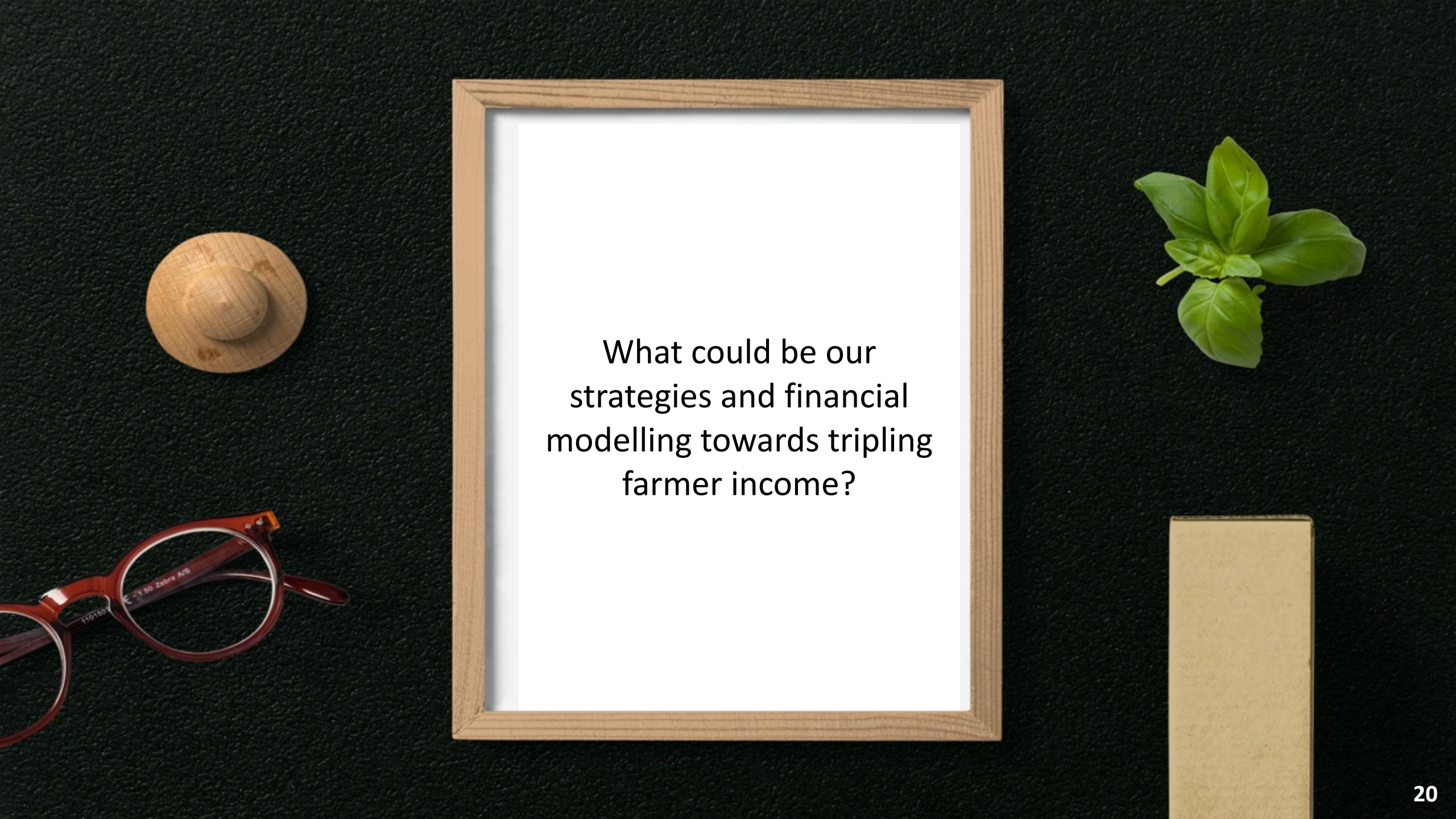
- District Administration
- MLAs
- Local administration bodies

- TNAU
- KVK
- Research centres
- Village Agri Officers

- Agri SIPCOT
- Export, Indian market facilitators - TNSAMB/AgriMark

Empower, educate, support farmers in,

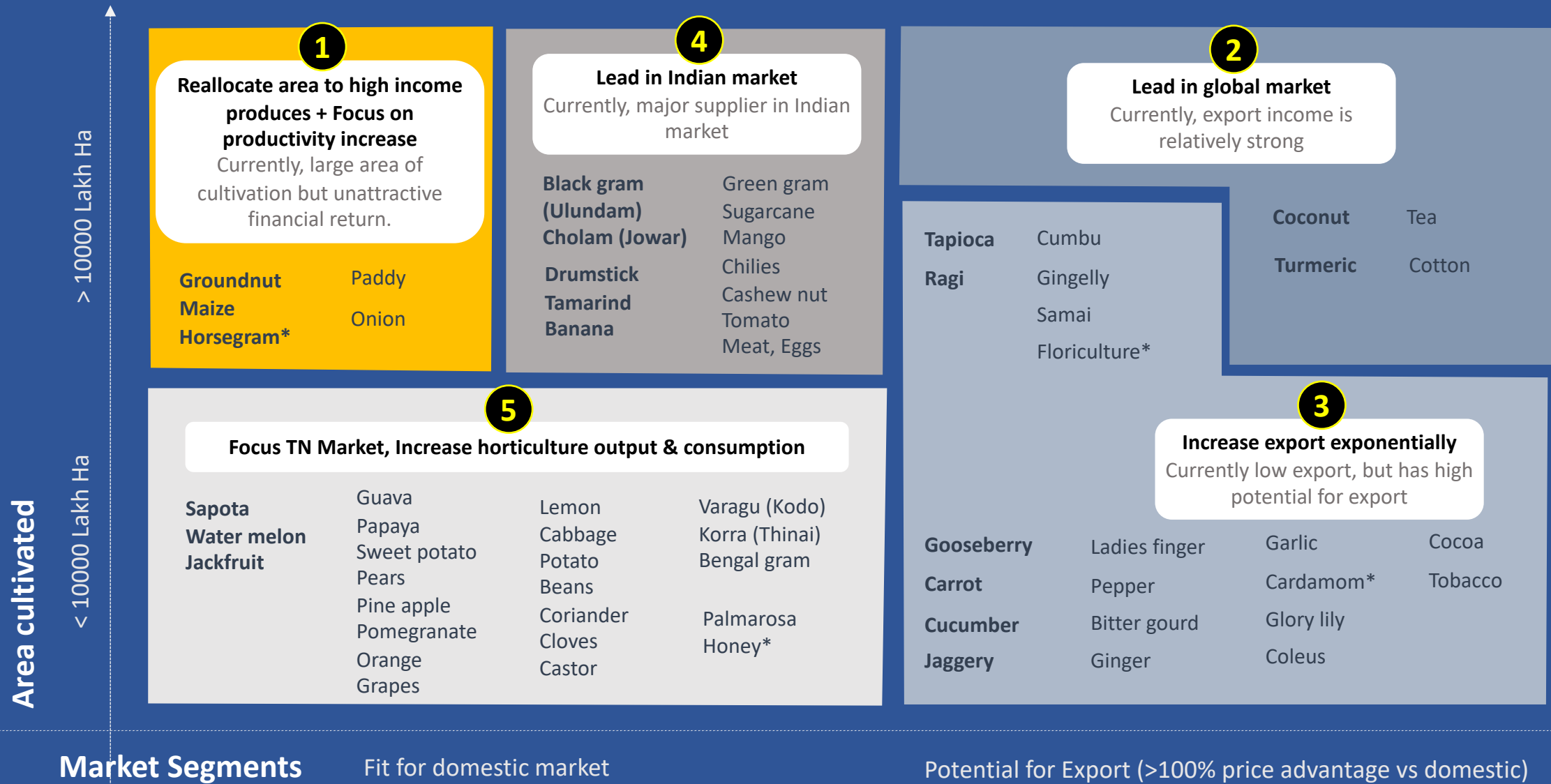
- Farmer financial management – budget planning, controlling cost, investment, savings
- Advisory support by local agri financial institutions

A wooden frame with a light-colored wood grain is centered on a dark, textured background. Inside the frame, the text "What could be our strategies and financial modelling towards tripling farmer income?" is written in a black, sans-serif font. To the left of the frame, there is a small, round, light-colored wooden object with a textured surface, and a pair of red-rimmed glasses with black temples. To the right of the frame, there is a small, green basil plant with several leaves, and a rectangular piece of light-colored cardboard or paper.

What could be our
strategies and financial
modelling towards tripling
farmer income?

Segmenting the market and mapping of produces to right market segment

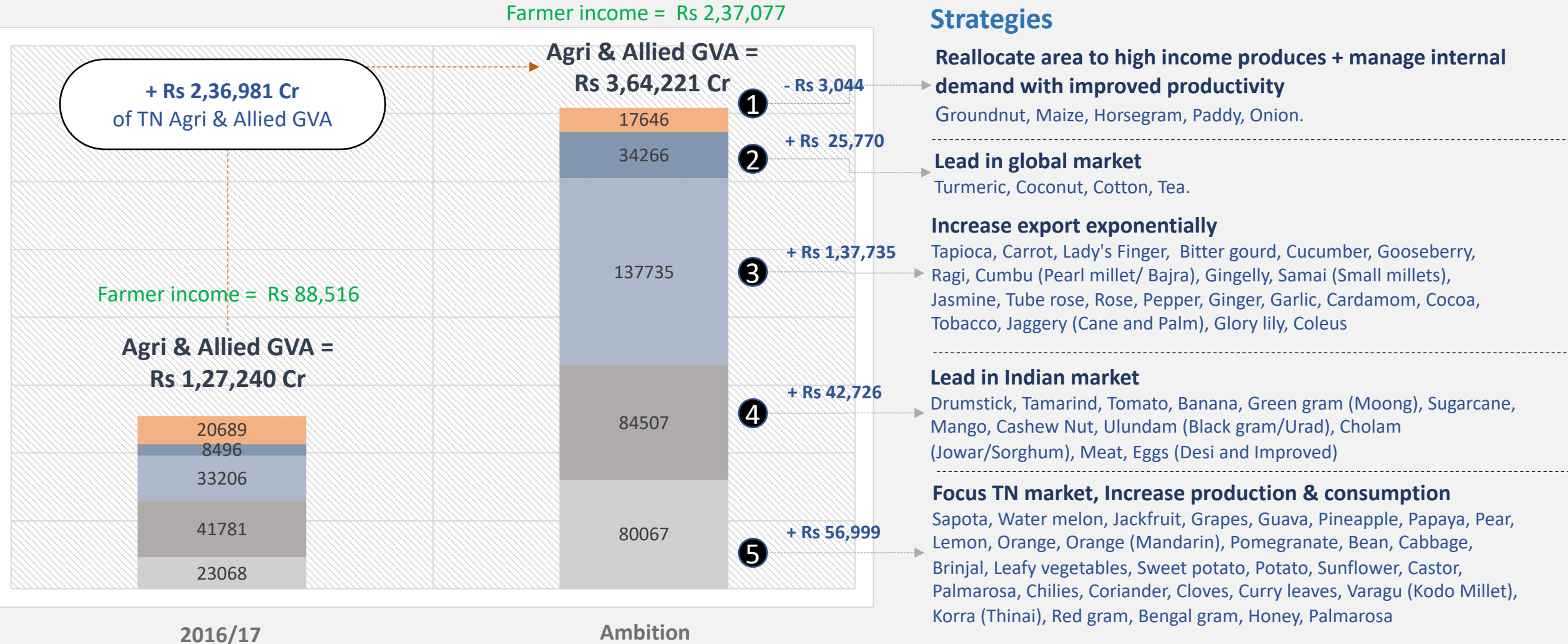
➤ 5 strategies



Produce in **BOLD** indicates TN contributes >10% of India's production
* Data not available for area cultivated

Under the framework of chosen strategies, financial modelling towards tripling farmer income

To realize the ambition of Rs 2,37,077 farmer income from Rs 88,516, TN's Agri & Allied GVA should be increased by Rs 2,36,981 Cr



Source: Analysis of different prices (MSP, WSP, Export), production/area statistics from various sources like TN.Data, NHB, Agricoop, TNAU

Assumption: considered assumption for few products not having export price or production data on public websites...products like coconut, flowers, jaggery, eggs, brinjal, leafy vegetables

Assumption: Farmer income calculated based on average land holdings in TN of 0.37 Ha. Average farmer income = Agri & Allied GVA * 0.37 Ha avg land holding per farmer / Total cultivable area

2030 TN state level Agri & Allied targets
Under the framework of chosen strategies, what should be the targeted value of Gross Value Added (GVA), production, area, productivity to realize the ambition of Rs 2,37,000 farmer income

2030 TN state level Agri & Allied targets
Under the framework of chosen strategies, what should be the targeted value of Gross Value Added (GVA), production, area, productivity to realize the ambition of Rs 2,37,000 farmer income

Agri & Allied GVA and How much increase required (Rs Cr)		Current production and increase required (in Tonnes)		Current area and increase required (in Ha)		How much Productivity improvement
Current	Increase	Current	Increase	Current	Increase	

Current	Increase	Current	Increase	Current	Increase
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Current	Increase	Current	Increase	Current	Increase
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1,27,240	+ 2,36,981	4,71,07,975	+3,22,71,486	53,18,699	+156
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1	Reallocate area to high income produces Groundnut, Maize, Horsegram, Paddy, Onion	20,689	- 3,044	99,88,669	- 17,69,391	25,65,808	- 15,85,828	Double productivity
2	Lead in global market Turmeric, Coconut, Cotton, Tea	8,496	+ 25,770	12,40,432	+5,76,049	7,05,630	+ 73,105	Double productivity
3	Increase export exponentially Tapioca, Carrot, Lady's Finger, Bitter gourd, Cucumber, Gooseberry, Ragi, Cumbu, Gingelly, Samai, Jasmine, Tube rose, Rose, Pepper, Ginger, Garlic, Cardamom, Cocoa, Tobacco, Jaggery (Cane and Palm), Glory lily, Coleus	33,206	+1,37,735	38,10,906	+33,85,432	3,41,626	+ 1,31,628	Double productivity
4	Lead in Indian market Drumstick, Tamarind, Tomato, Banana, Green gram, Sugarcane, Mango, Cashew Nut, Black gram, Cholam (Jowar/Sorghum), Meat, Eggs (Desi and Improved)	41,781	+42,726	3,06,62,107	+2,27,89,678	15,18,032	+ 8,08,380	Double productivity (Pulses by 4 times)
5	Focus TN market, Increase production & consumption Sapota, Water melon, Jackfruit, Grapes, Guava, Pineapple, Papaya, Pear, Lemon, Orange, Pomegranate, Bean, Cabbage, Brinjal, Leafy vegetables, Sweet potato, Potato, Sunflower, Castor, Chilies, Coriander, Cloves, Curry leaves, Varagu, Korra, Red gram, Bengal gram, Honey, Palmarosa	23,068	+56,999	14,05,860	+72,79,717	1,87,603	+ 5,72,872	Double productivity
23								



How we get there by 2030

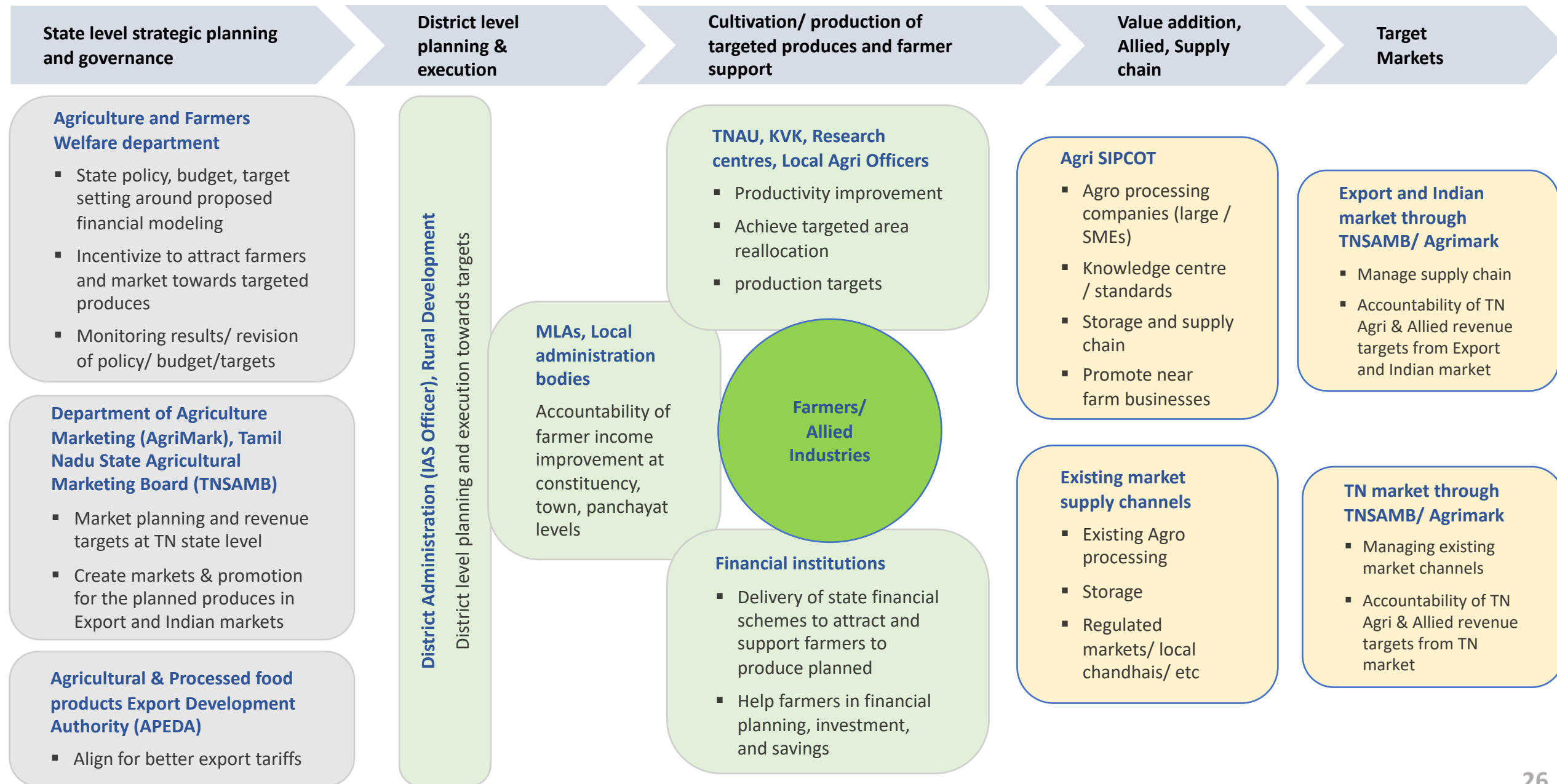
- Ecosystem of accountabilities
- Blueprint of Produce level Targets and Accountabilities (area reallocation, productivity, Income)
- Blueprint of District level Targets and Accountabilities (income targets, game changing produces, hubs)
- Allied: District wise Agri SIPCOTs, Startup ecosystem for Near farm village Enterprises
- Phased implementation plan

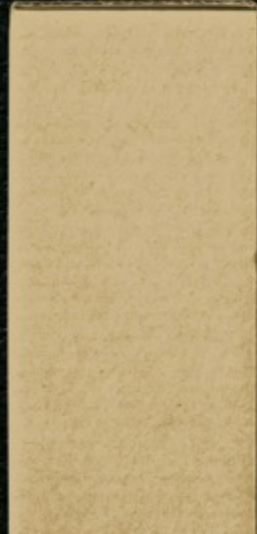


What will help
in successful
implementation
to achieve the
ambition of Rs
2,37,000 farmer
income

1. Agree on the ecosystem of stakeholders that will hold accountabilities towards achieving the ambition of tripling farmer income
2. Realign state policies and agriculture budget to trigger farmer and market attractiveness towards proposed changes and targets
3. Farmer income focused accountabilities for KVK, Agriculture Institutions, Agri officers to improve productivity
4. Export/ India/ TN market focused accountabilities for TNSAMB, Agrimark for market development and supply chain
5. Agri SIPCOT at district level to scale up focused farming, allied industries, knowledge centre, supply chain network
6. Accountability at local level for results (including District government administration, MLAs, Panchayat leaders)
7. Empower farmers with Financial planning, management, investment helped by local Agri financial institutions and tools
8. Program management for implementation, change management and monitoring

The ecosystem that will contribute and hold accountabilities towards the ambition of tripling farmer income





How we get there by 2030

Blueprint of Produce level
Targets and Accountabilities
[area reallocation, productivity, Income]

	TNAU, KVK, Research, Local Agri Officers					TNSAMB, Agrimark, Agri SIPCOT			
	Production (T) Now Decrease by		Area (Ha) Now Decrease by		Productivity (T/Ha) Now Increase by		Target (Rs Cr)	Largest producers	Other production contributors <i>Note: in bracket, how much production (T) increase or decrease required?</i>
Groundnut	10,07,452	(2,08,150)	3,27,352	(2,07,112)	3.1	+3.57	4,512	Vellore (+47,138) Tiruvannamalai (-80,780) Vilupuram (-23,484)	Ramanathapuram (- 1,289), Nagapattinam (- 1,340), Tiruvarur (-2,638), Thoothukudi (-900), Sivaganga (-2,541), Kanniyakumari (-7), Viruthunagar (-1,015), Thanjavur (-6,552), Kancheepuram (-15,695), Pudukottai (-12,313), Ariyalur (-15,293), Cuddalore (-29,754), Tirupur (-8,250), Madurai (-1,066), Tirunelveli (-369), Perambalur (-916), Salem (-18,933), Tiruchirapalli (-5,838), Karur (-1,592), Dharmapuri (-13,394), Coimbatore (-1,439), Erode (-9,061), Theni (-831)
Maize	21,94,061	(4,28,952)	3,24,518	(2,03,651)	6.8	+7.84	3,300	Perambalur (-66,385) Salem (-1,27,092) Vilupuram (-0)	Ramanathapuram (-796), Nagapattinam (-20), Thoothukudi (-14,048), Sivaganga (-199), Kanniyakumari (-29), Viruthunagar (-23,170), Thanjavur (- 1,309), Kancheepuram (-12), Pudukottai (- 7,242), Ariyalur (-44,558), Madurai (-9,014), Tiruchirapalli (-14,689), Dharmapuri (-25,849), Coimbatore (-5,701), Erode (-44,642), Theni (-12,789), Tiruvannamalai (-2,320), Namakal (-29,088)
Horsegram	46,138	(5,885)	62,207	(37,081)	0.7	+0.86	243	Vellore (-2,753) Krishnagiri (-0) Dharmapuri (-0)	Tirupur (-631), Dindigul (-264), Salem (-726), Coimbatore (-257), Erode (-130), Tiruvannamalai (-622), Namakkal (-292)
Paddy	65,26,376	(10,94,089)	18,28,919	(11,24,143)	3.6	+4.14	9,025	Thanjavur (+3,24,330) Tiruvarur (- 2,69,860) Vilupuram (-0)	Ramanathapuram (-63,741), Nagapattinam (-1,78,746), Thoothukudi (-29,076), Sivaganga (-45,425), Kanniyakumari (-27,114), Viruthunagar (-13,460), Kancheepuram (-1,42,373), Pudukottai (-72,264), Ariyalur (-41,266), Cuddalore (-2,19,160), Tirupur (-16,211), Madurai (-27,353), Perambalur (-7931), Salem (-34,839), Dharmapuri (-21,089), Coimbatore (-1,356), Theni (-11,072), Tiruvannamalai (-1,87,593), Namakal (-8,491)
Onion	2,14,642	(32,314)	22,812	(13,841)	9.4	+10.91	566	Namakal (-14,411) Thiruchirapalli (-3,897) Perambalur (-0)	Ramanathapuram (- 188), Thoothukudi (-3,047), Sivaganga (-86), Viruthunagar (-380), Thanjavur (-106), Ariyalur (-61), Cuddalore (-66), Tirupur (-7,962), Madurai (-435), Tirunelveli (-394), Salem (-920), Dharmapuri (-477), Coimbatore (-2,937), Erode (-2,001), Theni (+5541), Vilupuram (-372)

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT		
	Production (T)		Area (Ha)		Productivity (T/Ha)		Export Target (Rs Cr)	Export Hubs	Other production contributors Note: in bracket, how much production (T) increase required?
	Now	Increase by	Now	Increase by	Now	Increase by			
Turmeric	73,134	+56,761	18,080	+7,016	4.0	+4.0	9,357	Thiruchirapalli (9102) Tirupur (9336) Erode (18036)	Velore (3854), Krishnagiri (581), Perambalur (3424), Salem (3741), Dharmapuri (7446), Coimbatore (1240), Theni (2)
Tapioca	27,15,116	+19,30,623	79,344	+26,120	34.2	+39.7	14,851	Vilupuram (4,71,445) Namakkal (2,89,309) Salem (2,35,862)	Ramanathapuram (20), Kanniyakumari (27,667), Pudukottai (9,342), Ariyalur (6,965), Cuddalore (96,619), Tirupur (48,552), Krishnagiri (2,671), Perambalur (54,364), Trichy (2,17,230), Karur (32,161), Dharmapuri (2,26,444), Coimbatore (12,795), Erode (1,57,868), Theni (4,508), Thiruvannamalai (36,801)
Lady’s finger	79,189	+93,430	9,720	+ 5,309	8.1	+9.45	1,526	Kancheepuram (56,180) Madurai (7,446)	Ramnad (93), Thiruvarur (274), Thoothukudi (1263), Sivaganga (274), Kanniyakumari (230), Virudhunagar (1043), Thanjavur (298), Pudukottai (872), Ariyalur (631), Tirupur (3356), Thirunelveli (1558), Krishnagiri (1176), Thiruvallur (1330), Dindigul (1691), Perambalur (103), Salem (6762), Trichy (592), Karur (763), Coimbatore (1820), Erode (1325), Theni (4353)
Bitter gourd	47,357	+30,876	2,156	+651	22.0	+25.48	8,213	Thiruvarur (24,679) Nagapattinam (4,907) Thoothukudi (1,012)	Virudhunagar (278)
Carrot	1,02,106	+70,906	3,705	+ 1,191	27.6	+31.97	1,324	Dindigul (70,852) The Nilgiris (0)	Velore (16), Dharmapuri (21), Theni (17)
Gooseberry	1,54,065	+1,79,577	7,642	+4,124	20.2	+23.39	5,387	Sivaganga (17,580) Thoothukudi (42,035) Thirunelveli (94,672)	Virudhunagar (5,766), Pudukottai (1,318), Madurai (6,733), Thiruvallur (375), Dindigul (11,098)
Cucumber	8,167	+4,919	668	+186	12.2	+14.18	32	Pudukottai (4,590)	Virudhunagar (329)
Garlic	4,338	+2,594	760	+210	5.7	+6.62	348	Dindigul (2593) Erode (0), The Nilgiris (0)	Sivaganga (1)
Cardamom	351	+384	1025	+183	1.0	+1.13	323	Virudhunagar (70) Theni (254)	Thirunelveli (60)

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT			
	Production (T)		Area (Ha)		Productivity (T/Ha)		Export Target	Export Hubs	Other production contributors	Note: in bracket, how much production (T) increase required?
	Now	Increase by	Now	Increase by	Now	Increase by	(Rs Cr)			
Ragi	2,85,954	+2,97,850	86,513	+ 41,719	3.3	+3.83	3,544	Velore (13,415) Salem (16,311) Krishnagiri (2,49,800)	Ramanathapuram (8,840), Nagapatinam (1), Thanjavur (7), Perambalur (7), Trichy (13), Coimbatore (21), Erode (9,437)	
Cumbu	1,35,026	+97,841	63,040	+ 21,148	2.1	+2.48	9,784	Ramnad (14,950) Thoothukudi (55,731) Virudhunagar (14,900)	Nagapattinam (4), Sivaganga (34), Ariyalur (3,134), Madurai (2661), Tirunelveli (193), Krishnagiri (814), Thiruvallur (1377), Dindigul (1046), Perambalur (440), Salem (1423), Thiruchirapalli (1134)	
Samai	22,090	+19,879	15,711	+ 6,546	1.4	+1.63	808	Velore (6,177) Krishnagiri (8,760)	Salem (4,914), Ramanathapuram (1), Thoothukudi (2), Virudhunagar (1), Thanjavur (1), Cuddalore (1), Tiruppur (1), Madurai (2), Tirunelveli (10), Trichy (6), Karur (4)	
Gingelly	23,054	+19244	41,582	+ 16,070	0.6	+0.64	3,272	Thiruvallur (2,710) Thiruvarur (3,380) Karur	Ramanathapuram (1,528), Nagapattinam (870), Sivaganga (45), Virudhunagar (513), Kancheepuram (1,338), Pudukottai (746), Ariyalur (235), Cuddalore (1025), Velore (67), Madurai (105), Tirunelveli (234), Krishnagiri (95), Dindigul (133), Perambalur (130), Salem (639), Trichy (1025), Karur (4426)	
Pepper	1,149	+746	5,265	+ 1,583	0.2	+0.25	156	Dindigul (688) Namakkal (0)	Thanjavur (12), Pudhukottai (1), Coimbatore (6), Theni (39), Vilupuram (1)	
Ginger	7,425	+3696	380	+88	19.5	+22.67	563	Coimbatore (140), Erode (156), Nilgiris (3400)	-	
Tea	6,86,970	+2,39,557	69,897	+ 12,187	9.8	+9.8	5,970	The Nilgiris (105348) Coimbatore (128570)	Thirunelveli (5628), Dindigul (11),	
Cotton	4,38,563	+2,53,751 (in Bales)	1,81,631	+52,546	2.4	+2.4	2,649	Perambalur (69538) Ariyalur (62380) Salem (23793)	Thiruvarur (11933), Thoothukudi (2895), Virudhunagar (18353), Pudukottai (24), Cuddalore (8843), Velore (9338), Tirunelveli (3709), Trichy (3009), Dharmapuri (20039), Vilupuram (19900)	
Coconut	41,765	+25,980 (in lakhs)	4,36,022	+ 1,356	9.6	+9.6	7,794	Coimbatore (4019) Theni (1604)	Thiruvarur (737), Pudukottai (573), Tirupur (411), Velore (550), Tirunelveli (795), Krishnagiri (1097), Dindigul (931), Salem (710), Trichy (144), Dharmapuri (559), Erode (574)	

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT		
	Production (T) Now Increase by		Area (Ha) Now Increase by		Productivity (T/Ha) Now Increase by		Export Target (Rs Cr)	Export Hubs	Other production contributors <i>Note: in bracket, how much production (T) increase required?</i>
Jasmine	1,09,628	+72168	11,723	+ 3,573	9.4	+10.85	7,108	Thiruvallur (6,504) Thirunelveli (8,341) Madurai (15,658)	Ramanathapuram (906), Kanniyakumari (13), Virudhunagar (3224), Kancheepuram (2918), Pudukottai (4656), Ariyalur (520), Cuddalore (1060), Valore (5989), Krishnagiri (6588), Dindigul (6245), Salem (3830), Trichy (3181), Karur (1548), Theni (987)
Rose	69,711	+51245	4,955	+1,808	17.0 (Tube), 9.4 (rose)	+19.7 (Tube), +11 (rose)	338	Dindigul (29,498) Dharmapuri (5814) Krishnagiri (15,856)	Sivaganga (6), Ariyalur (10), Tirupur (11), Salem (462), Karur (50)
Glory Lilly	9,714	+1355	342	+25	25.0	+29.4	18,066	Thiruvannamalai (432) Salem (462) Dharmapuri (257)	Madurai (129), Erode (75)
Coleus	27,447	+12140	1,589	+325	17.3	+20.4	16,995	Vilupuram (3,713) Cuddalore (3,990) Thiruvannamalai (0)	Madurai (30), Dindigul (1950), Perambalur (1275), Trichy (1181)
Cane Jaggery	N/A	+2,94,292	N/A	N/A	N/A	N/A	7,001	Valore (84,483) Thiruvallur (75,686) Thanjavur (29,975)	Sivaganga (36,026), Ariyalur (16,850), Cuddalore (3,218), Tirupur (460), Karur (14,791), Erode (23,873), Theni (8,924)
Palm Jaggery	N/A	+1,99,710	N/A	N/A	N/A	N/A	4,636	Thiruvarur (60000) Sivaganga (24,193) Thoothukudi (19,354)	Ramanathapuram (15,000), Nagapattinam (6000), Virudhunagar (6,451), Thanjavur (4,838), Kancheepuram (967), Pudhukottai (14,516), Ariyalur (9,677), Valore (968), Madurai (4839), Thirunelveli (19,355), Krishnagiri (968), Thiruvallur (968), Dindigul (968), Perambalur (968), Karur (4839), Theni (4839)
Cocoa	2,362	+1370	1,718	+554	1.4	+1.1	64	Kanniyakumari (0)	Thiruvarur (9), Sivaganga (1), Cuddalore (3), Valore (7), Thirunelveli (1340), Krishnagiri (1), Trichy (1), Karur (5), Theni (3)
Tobacco	5,710	+587	3,788	+216	1.5	+1.21	190	Ariyalur (302) Dharmapuri (0)	Thoothukudi (1), Thirunelveli (284)

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT		
	Production (T)		Area (Ha)		Productivity (T/Ha)		Target	India Hubs	Other production contributors
	Now	Increase by	Now	Increase by	Now	Increase by	(Rs Cr)		<i>Note: in bracket, how much production (T) increase required?</i>
Drumstick	8,46,167	+15,59,041	13,042	+ 11,125	64.9	+75.3	7,058	Madurai (1,73,880), Theni (1,55,504), Ariyalur (5,27,470), Dindigul (1,20,126), Karur (1,34,302)	Ramanathapuram (35,758), Nagapattinam (39,444), Thiruvavar (1,92,654), Thoothukudi (95,049), Sivaganga (12,331), Virudhunagar (8,304), Thirupur (54,090), Thirunelveli (7,993), Krishnagiri (91), Thiruvallur (500), Trichy (1544),
Tamarind	47,293	+68,039	14,581	+9,712	3.2	+3.8	880	Nagapattinam (42,532) Theni (3904) Ramanathapuram (4,194)	Thiruvavar (197), Thoothukudi (545), Sivaganga (1437), Kanniyakumari (1287), Virudhunagar (942), Ariyalur (533), Thirupur (1331), Madurai (2604), Thirunelveli (1100), Krishnagiri (2383), Thiruvallur (25), Trichy (1502), Karur (139)
Tomato	3,19,090	+5,29,324	22,481	+17,265	14.2	+16.5	983	Theni (1,97,596) Dharmapuri (0) Krishnagiri (2,90,528)	Ramanathapuram (99), Nagapattinam (10), Thiruvavar (10), Thoothukudi (636), Sivaganga (298), Kanniyakumari (10), Virudhunagar (1630), Kancheepuram (30), Pudhukottai (40), Ariyalur (40), Cuddalore (50), Tirupur (18,874), Velore (4,956), Madurai (2,017), Tirunelveli (1450), Thiruvallur (40), Dindigul (10,514), Vilupuram (497)
Banana	30,44,122	+26,43,833	78,482	+31,556	38.8	+45.0	10,596	Thanjavur (9,81,232) Thoothukudi (2,21,015) Madurai (2,82,828), Thiruchirapalli (81,288) Kanniyakumari (1,63,362)	Ramanathapuram (3,828), Nagapattinam (83,624), Thiruvavar (64,076), Sivaganga (37,585), Virudhunagar (21,965), Kancheepuram (26,880), Pudhukottai (65,685), Ariyalur (12,180), Cuddalore (1,26,989), Tirupur (14,631), Velore (2,84,955), Tirunelveli (61,522), Krishnagiri (16,237), Thiruvallur (13,168), Dindigul (24,114), Perambalur (4,779), Karur (51,890)
Mango	8,69,881	+9,31,179	1,39,142	+ 68,957	6.3	+7.3	12,214	Thiruvallur (2,19,570) Thirunelveli (1,51,732) Krishnagiri (3,40,634)	Ramanathapuram (1,296), Nagapattinam (21,308), Thiruvavar (985), Sivaganga (2,936), Kanniyakumari (876), Virudhunagar (3,163), Thanjavur (24,807), Kancheepuram (17,391), Pudhukottai (342), Ariyalur (2311), Cuddalore (2167), Tirupur (486), Velore (25,024), Madurai (4,486), Tirunelveli (61,522), Dindigul (83,220), Trichy (4800), Theni (19,213), Vilupuram (4,435)
Cashew nut	19,279	+66,712	85,883	+1,37,586	0.2	+0.3	3,525	Ariyalur (18,844) Pudhukottal (39,690) Nagapattinam (6235)	Ramanathapuram (22), Thiruvavar (1), Sivaganga (4), Kanniyakumari (179), Virudhunagar (8), Thanjavur (239), Kancheepuram (36), Pudhukottai (342), Tirupur (25), Velore (2), Tirunelveli (288), Krishnagiri (1), Thiruvallur (25), Dindigul (60), Perambalur (1), Karur (2), Erode (1) Theni (364), Vilupuram (685), Thiruvannamalai (1)

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT		
	Production (T)		Area (Ha)		Productivity (T/Ha)		Target	India Hubs	Other production contributors
	Now	Increase by	Now	Increase by	Now	Increase by	(Rs Cr)		<i>Note: in bracket, how much production (T) increase required?</i>
Green gram	1,20,146	+151507	1,80,587	+ 54,220	0.7	+2.1	1,950	Thiruvavarur (20,297) Nagapattinam (57,987) Thoothukudi (73,024)	Ramanathapuram (177), Sivaganga (11), Kanniyakumari (1), Pudhukottai (5), Ariyalur (4), Perambalur (2)
Black gram	2,86,436	+702061	4,26,332	+ 2,41,886	0.7	+2.2	5,867	Thiruvavarur (3,37,410) Thanjavur (72,308) Nagapattinam (2,08,755)	Ramanathapuram (1,068), Thoothukudi (56,982), Sivaganga (436), Kanniyakumari (493), Virudhunagar (1738), Thanjavur (24,807), Kancheepuram (1123), Pudhukottai (14,024), Ariyalur (2,461), Tirupur (1328), Velore (1612), Krishnagiri (1513), Thiruvallur (811)
Cholam	4,81,278	+1004409	3,85,646	+ 1,87,082	1.2	+4.1	3,375	Thoothukudi (2,97,003) Virudhunagar (6,56,773) Namakkal (0)	Ramanathapuram (9,712), Sivaganga (268), Thanjavur (8), Kancheepuram (22), Pudhukottai (215), Ariyalur (609), Cuddalore (50), Tirupur (5745), Vellore (6933), Tirunelveli (3766), Krishnagiri (4777), Thiruvallur (50), Erode (19), Theni (18450)
Sugarcane	2,44,39,459	+15048126	1,71,856	+ 48,989	142.2	+165	11,254	Vilupuram (55,59,338) Cuddalore (52,44,302) Thiruvannamalai (0) Vellore (13,76,488)	Thiruvavarur (27,978), Sivaganga (58,698), Kanniyakumari (29), Virudhunagar (1,37,676), Thanjavur (7,32,586), Ariyalur (1,37,275), Cuddalore (2167), Tirupur (2,62,253), Madurai (1,75,660), Tirunelveli (1,44,030), Krishnagiri (44,087), Thiruvallur (4,31,607), Dindigul (1,28,643), Trichy (79,484), Karur (1,68,697), Theni (3,39,296)
Meat	5,87,000	+5,23,000	N/A	N/A	N/A	N/A	7,769	Kanniyakumari (71000) Thirupur (183000) Sivaganga (55000)	Ramanathapuram (44000), Nagapattinam (27000), Thiruvavarur (46000), Thoothukudi (8000), Thanjavur (4000), Kancheepuram (4000), Pudhukottai (25000), Ariyalur (3000), Cuddalore (3000), Vellore (17000), Tirunelveli (13000), Krishnagiri (12000), Thiruvallur (4000), Theni (4000)
Desi eggs	6,429 Lakhs	+51,650 Lakhs	N/A	N/A	N/A	N/A	8,131	Sivaganga (7,055) Ramanathapuram (18,471) Thirunelveli (3,828)	Nagapattinam (3,812), Thiruvavarur (2,372), Thoothukudi (1,833), Kanniyakumari (3,694), Virudhunagar (1,239), Thanjavur (3,119), Kancheepuram (1,588), Pudhukottai (2,254), Ariyalur (110), Cuddalore (115), Tirupur (119), Vellore (173), Madurai (84), Krishnagiri (80), Thiruvallur (1002), Dindigul (144), Perambalur (27), Theni (531)
Improved eggs	1,81,940 Lakhs	+33,275 Lakhs	N/A	N/A	N/A	N/A	10,545	Pudhukottai (10,857) Namakkal (12,600) Coimbatore (0)	Kancheepuram (2,644), Krishnagiri (4,074), Thiruvallur (833)

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT			
	Production (T) Now Increase by		Area (Ha) Now Increase by		Productivity (T/Ha) Now Increase by		Target (Rs Cr)	Horticulture Hubs	Other production contributors	Note: in bracket, how much production (T) increase required?
Sapota	1,65,591	+7,21,222	5,812	+ 12,657	28.5	+28.5	3,336	Vellore (1,66,554) Dindigul (2,05,664) Tirupur (2,05,457)	Ramanathapuram (13,257), Thiruvarur (11), Thoothukudi (6355), Sivaganga (2158), Kanniyakumari (192), Viruthunagar (5612), Thanjavur (4257), Kancheepuram (7479), Pudukottai (33782), Ariyalur (32), Cuddalore (548), Madurai (6090), Tirunelveli (13295), Krishnagiri (6600), Tiruvallur (2210), Perambalur (385), Trichy (1566), Karur (4800), Erode (1088), Theni (30828), Vilupuram (2998)	
Watermelon	1,70,280	+21,32,352	4,730	+ 29,616	36.0	+36.0	3,454	Kancheepuram (6,34,032) Vilupuram (3,04,884) Thiruvarur (7,34,832)	Ramanathapuram (72), Nagapattinam (59,976), Thoothukudi (1044), Sivaganga (360), Viruthunagar (216), Thanjavur (504), Pudukottai (82,800), Ariyalur (4,932), Cuddalore (5,364), Tirupur (2,64,600), Vellore (432), Tirunelveli (1080), Krishnagiri (396), Tiruvallur (24,372), Dindigul (468), Perambalur (72), Karur (1116), Erode (10368), Theni (432)	
Jackfruit	43,562	+5,33,514	2,836	+ 17,367	15.4	+15.4	7,502	Cuddalore (4,23,810) Pudukottai (24054) Kanniyakumari (46,951)	Nagapattinam (2109), Thiruvarur (348), Thoothukudi (42), Sivaganga (445), Viruthunagar (264), Thanjavur (1251), Kancheepuram (18487), Ariyalur (470), Tirupur (83), Vellore (9728), Madurai (167), Tirunelveli (1140), Krishnagiri (125), Tiruvallur (56), Dindigul (2288), Perambalur (70), Trichy (334), Karur (153), Erode (222), Theni (681), Vilupuram (236)	
Grapes	55,603	+2,14,448	2,146	+4,138	25.9	+25.9	1,939	Theni (2,02,724) Dindigul (10700), CBE (0)	Sivaganga (55), Tirupur (28), Vellore (249), Tirunelveli (83), Krishnagiri (443), Erode (166)	
Guava	45,698	+3,57,637	8,390	+32,831	5.4	+5.4	1,775	Vellore (65,170) Vilupuram (1,52,209) Viruthunagar (64,053)	Ramanathapuram (3006), Nagapattinam (49), Thiruvarur (20), Thoothukudi (1159), Sivaganga (795), Kanniyakumari (167), Thanjavur (5607), Kancheepuram (1026), Pudhukottai (466), Ariyalur (49), Cuddalore (842), Tirupur (304), Madurai (2718), Tirunelveli (1908), Krishnagiri (609), Thiruvallur (1129), Dindigul (38,396), Perambalur (118), Trichy (8352), Karur (427), Erode (574), Theni (8484)	
Pineapple	31,486	+2,65,530	798	+3,365	39.5	+39.5	993	Kanniyakumari (2,65,320) Namakkal (0)	Thiruvarur (42), Thoothukudi (42), Dindigul (42), Erode (42), Thiruvannamalai (42)	
Papaya	1,41,722	+8,64,046	1,581	+4,819	89.6	+89.6	2,847	Sivaganga (2,91,844) Theni (41,392) Tirupur (4,66,627)	Ramanathapuram (67), Thoothukudi (652), Viruthunagar (10,540), Thanjavur (96), Kancheepuram (263), Pudhukottai (887), Ariyalur (185), Cuddalore (7111), Madurai (9843), Tirunelveli (247), Krishnagiri (2957), Thiruvallur (2894), Dindigul (21512), Perambalur (1379), Trichy (600), Karur (1950), Vilupuram (3000)	
Pears	29,178	+79,764	700	+957	41.7	+41.7	436	Dindigul (79,764) Nilgiris (0), Salem (0)	-	
Orange	13,053	+2,001	2,163	+820	1.2	+1.2	58	Theni (270) Dindigul (1,618), Salem (0)	Thoothukudi (1), Kanniyakumari (4), Virudhunagar (5), Thanjavur (2), Kancheepu (50), Pudhukottai (12), Velore (2), Madurai (2), Tirunelveli (4), Dharmapuri (26), t	34

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT			
	Production (T) Now Increase by		Area (Ha) Now Increase by		Productivity (T/Ha) Now Increase by		Target (Rs Cr)	Horticulture Hubs	Other production contributors	Note: in bracket, how much production (T) increase required?
Pomegranate	15,361	+33,306	459	+498	33.5	+33.5	440	Virudhunagar (10,811) Dindigul (2,611) Tirupur (9,945)	Ramanathapuram (33), Nagapattinam (33), Thoothukudi (268), Sivaganga (167), Kanniyakumari (33), Thanjavur (33), Pudhukottai (33), Cuddalore (67), Vellore (67), Madurai (100), Tirunelveli (1,573), Krishnagiri (134), Thiruvallur (234), Perambalur (67), Trichy (301), Karur (67), Erode (2544), Theni (4152), Vilupuram (33)	
Beans	57,788	+68,130	3,323	+ 1,959	17.4	+17.4	377	Dindigul (15,052) The Nilgiris (6,546) Krishnagiri (31,920)	Cuddalore (9), Tirupur (33), Vellore (536), Madurai (199), Tiruvallur (50), Coimbatore (4845), Erode (2166), Theni (6772), Vilupuram (2)	
Cabbage	1,31,332	+1,63,118	2,347	+ 1,458	56.0	+56.0	410	Theni (39,102), Nilgiris (18,514), Krishnagiri(89,421)	Cuddalore (280), Tirupur (168), Dindigul (9,061), Erode (6404), Vilupuram (168)	
Brinjal	1,23,255	+4,05,427	12,331	+ 20,280	10.0	+10.0	1,334	Kancheepuram (62,111) Nagapattinam (1,52,361) Pudukottai (49,001)	Ramanathapuram (450), Thiruvarur (2070), Thoothukudi (1789), Sivaganga (10350), Kanniyakumari (110), Virudhunagar (1589), Thanjavur (2269), Ariyalur (13995), Cuddalore (4368), Tirupur (39357), Vellore (5664), Madurai (1673), Tirunelveli (2326), Krishnagiri (15,062), Tiruvallur (1,992), Dindigul (6,871), Perambalur (460), Trichy (2539), Karur (2229), Erode (1609), Theni (21,468), Vilupuram (3714)	
Leafy vegetables	N/A	+1,93,200	2,592	+2884	21.0	+21.0	700	Tirunelveli (20520) Theni (59000) CBE (77,160), Salem (0)	Thiruvarur (560), Thoothukudi (7200), Sivaganga (40), Kanniyakumar (160), Virudhunagar (1160), Thanjavur (40), Kancheepuram (120), Ariyalur (40), Cuddalore (80), Tirupur (3720), Vellore (320), Madurai (280), Dindigul (800), Perambalur (680), Trichy (13720), Karur (160), Dharmapuri (80), Erode (1640), Vilupuram (5720)	
Potato	1,00,423	+1,88,732	3,582	+ 3,366	28.0	+28.0	708	Dindigul (1,04,490), Nilgiris (40,104), Krishnagiri(37,316)	Tirupur (31), Vellore (8), Karur (22), Erode (6747), Theni (14)	
Sweet potato	8,741	+80,643	302	+1,393	28.9	+28.9	161	Tirunelveli (36,946) Karur (39,788)	Thoothkudi (559), Sivaganga (52), Virudhunagar (121), Kancheepuram (62), Pudukottai (35), Ariyalur (4), Cuddalore (593), Vellore (68), Madurai (521), Krishnagiri (35), Tiruvallur (423), Dindigul (687), Perambalur (38), Trichy (65), Erode (7), Theni (12), Vilupuram (626)	
Lemon	13,167	+28,327	9,082	+ 9,769	1.4	+1.4	138	Theni (3556) Dinigul (2168) Tiruchirapalli (14004)	Ramanathapuram (13), Nagapattinam (54), Thiruvarur (46), Thoothukudi (1772), Sivaganga (2147), Kanniyakumari (12), Viruthunagar (650), Thanjavur (76), Kancheepuram (34), Pudukottai (351), Ariyalur (76), Cuddalore (106), Tirupur (119), Vellore (138), Madurai (374), Tirunelveli (1876), Krishnagiri (24), Tiruvallur (32), Perambalur (398), Karur (93), Dharmapuri (98), Erode (118), Vilupuram (62)	

	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT			
	Production (T) Now Increase by		Area (Ha) Now Increase by		Productivity (T/Ha) Now Increase by		Target (Rs Cr)	Other Hubs	Other production contributors	Note: in bracket, how much production (T) increase required?
Sunflower	5,993	+32,071	6,749	+ 18,058	0.9	+0.9	224	Thoothukudi (2150) Virudhunagar (14,688) Karur (14,136)	Ramanathapuram (121), Kancheepuram (16), Ariyalur (424), Cuddalore (4), Tirupur (48), Velore (13), Madurai (2), Tirunelveli (33), Krishnagiri (2), Dindigul (115), Perambalur (35), Trichy (150), Dharmapuri (23), Erode (22), Theni (14), Vilupuram (75)	
Castor	1,419	+765	4,374	+1,179	0.3	+0.3	9	Tiruchirapalli (135) Namakkal (0) Krishnagiri (286)	Thoothukudi (1), Virudhunagar (3), Thanjavur (2), Pudhukottai (1), Ariyalur (16), Cuddalore (6), Tirupur (13), Vellore (85), Madurai (13), Tiruvallur (8), Dindigul (4), Perambalur (60), Karur (13), Erode (91), Theni (22), Vilupuram (6)	
Chilies	18,108	+4,35,240	44,120	+ 2,65,115	0.4	+1.0	894	Ramanathapuram (4,21,260)	Nagapattinam (5), Thiruvavar (7), Thoothukudi (1700), Sivaganga (261), Virudhunagar (957), Thanjavur (16), Kancheepuram (92), Pudhukottai (91), Ariyalur (82), Cuddalore (179), Tirupur (141), Vellore (1914), Madurai (284), Tirunelveli (24), Krishnagiri (566), Tiruvallur (894), Dindigul (3140), Perambalur (242), Trichy (2588), Karur (433), Erode (39), Theni (171), Vilupuram (154)	
Coriander	4,112	+1,18,655	8,056	+ 77,487	0.5	+1.0	1,357	Ramanathapuram (1,16,056) Thoothukudi (1,196)	Sivaganga (10), Virudhunagar (555), Ariyalur (6), Tirupur (586), Vellore (38), Madurai (7), Tirunelveli (1), Krishnagiri (8), Dindigul (4), Perambalur (14), Trichy (48), Karur (2), Erode (2), Theni (122)	
Cloves	995	+6,506	1,025	+3,351	1.0	+1.0	638	Tirunelveli (5800) Kanniyakumari (668)	Virudhunagar (4), The Nilgiris (14), Dindigul (2), Theni (18)	
Curry leaves	45,840	+63,420	2,292	+ 1,586	20.0	+20.0	437	Tirupur (44,640) Coimbatore (0) Salem (0)	Tiruvavar (280), Thoothukudi (3600), Sivaganga (20), Kanniyakumari (80), Virudhunagar (580), Thanjavur (20), Kancheepuram (60), Ariyalur (20), Cuddalore (40), Velore (160), Madurai (2660), Tirunelveli (540), Dindigul (400), Perambalur (340), Trichy (1260), Karur (160), Dharmapuri (40), Erode (3280), Theni (4720), Vilupuram (520)	

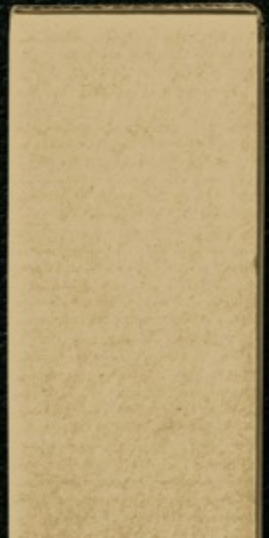
	TNAU, KVK, Research, Local Agri Officers						TNSAMB, Agrimark, Agri SIPCOT			
	Production (T) Now Increase by		Area (Ha) Now Increase by		Productivity (T/Ha) Now Increase by		Target (Rs Cr)	Other Hubs	Other production contributors	Note: in bracket, how much production (T) increase required?
Palmarosa	8,661	+4,818	342	+95	25.3	+25.3	2,157	Thiruvannamalai (4118) Dharmapuri (0) Madurai (475)	Erode (225)	
Varagu	4,835	+35,070	1,806	+ 6,550	2.7	+2.7	84	Vilupuram (613) Cuddalore (25,200) Madurai (8,379)	Ramanathapuram (15), Thoothukudi (6), Sivaganga (7), Virudhunagar (40), Thanjavur (6), Pudhukottai (51), Ariyalur (410), Vellore (7), Tirunelveli (20), Dindigul (7), Perambalur (202), Trichy (2), Karur (16), Dharmapuri (85), Erode (1), Theni (3)	
Thinai	459	+3,304	1,235	+ 4,445	0.4	+0.4	9	Vilupuram (3,154)	Thoothukudi (16), Virudhunagar (18), Cuddalore (66), Vellore (7), Madurai (20), Tirunelveli (3), Dindigul (2), Karuru (1), Dharmapuri (14), Theni (3)	
Red gram	59,885	+1,66,047	49,225	+ 45,496	1.2	+2.0	1,335	Vellore (1,27,872) Theni (9,224) Krishnagiri (9,223)	Ramanathapuram (103), Thiruvarur (47), Thoothukudi (141), Sivaganga (191), Kanniyakumari (3), Virudhunagar (731), Thanjavur (54), Kancheepuram (110), Pudhukottai (407), Ariyalur (253), Cuddalore (335), Tirupur (555), Madurai (2603), Tirunelveli (474), Tiruvallue (524), Dindigul (1668), Perambalur (1022), Trichy (2661), Karur (4976), Erode (1613), Vilupuram (1257)	
Bengal gram	4,279	+2,193	5,205	+ 1,334	0.8	+0.8	49	Coimbatore (0) Dharmapuri (0) Tirupur (1,798)	Ramanathapuram (4), Thoothukudi (20), Sivaganga (2), Virudhunagar (10), Thanjavur (1), Kancheepuram (10), Vellore (28), Madurai (24), Tiruvallur (3), Dindigul (268), Perambalur (9), Trichy (16)	
Milk	83,54,000	+138,32,000	N/A	N/A	N/A	N/A	44,270	Thanjavur (1350000) Ramanathapuram (1347000) Nagapattinam (4198000)	Thiruvarur (935000), Thoothukudi (98000), Sivaganga (123000), Kanniyakumari (173000), Virudhunagar (544000), Kancheepuram (758000), Pudhukottai (301000), Ariyalur (210000), Nilgiris (51000), Cuddalore (120000), Tirupur (430000), Madurai (94000), Tirunelveli (556), Krishnagiri (403000), Tiruvallur (234000), Salem (74000), Karur (116000), Dharmapuri (143000), Coimbatore (595000), Erode (296000), Theni (111000), Vilupuram (572000),	
Honey	N/A	+66,398	N/A	N/A	N/A	N/A	1,996	Kancheepuram (6,720) Thiruvarur (13,441) Thanjavur (6,720)	Ramanathapuram (3360), Nagapattinam (3360), Thoothukudi (269), Sivaganga (2688), Kanniyakumari (2688), Virudhunagar (2688), Pudhukottai (672), Ariyalur (672), The Nilgiris (2688), Cuddalore (538), Tirupur (269), Vellore (269), Madurai (269), Tirunelveli (269), Krishnagiri (2688), Tiruvallur (672), Dindigul (269), Perambalur (269), Salem (269), Trichy (269), Karur (269), Dharmapuri (2688), Coimbatore (2688), Erode (2016), Theni (4032), Vilupuram (2688)	



How we get there by 2030

Blueprint of District level Targets and Accountabilities

[income targets, game changing
produces, hubs]



Under the chosen, strategies framework, detailed out financial modelling to ensure farmers in every district achieves Rs 2,37,000	Note: Districts as of 2019 list		Farmer Income (Rs)			District Agri & Allied GVA (Rs in Cr)			Reallocate area to high income		Lead in Global Market		Increase export		Lead in Indian Market		Focus TN Market		New allied	
	District	Area (Ha)	Now	Target	Increase	Now	Target	Increase	Now	Target	Now	Target	Now	Target	Now	Target	Now	Target	Target	
Transformational shifts are needed for highly distressed, below poverty line districts. There is a need to establish new allied industries.	Highly Distressed Districts	Ramanathapuram	1,77,789	13,746	2,37,107	2,23,361	661	11,395	10,733	280	171	47	47	46	2,332	110	3,195	177	5,150	500
		Nagapattinam	2,67,037	24,706	2,37,090	2,12,384	1,783	17,111	15,328	744	457	97	97	11	1,598	476	3,906	454	9,453	1,600
		Tiruvavarur	2,90,293	26,209	2,37,095	2,10,886	2,056	18,602	16,546	1,140	704	122	468	19	8,502	534	4,102	242	3,626	1,200
		Thoothukudi	2,09,614	40,697	2,37,351	1,96,655	2,306	13,447	11,141	259	172	66	96	175	7,731	1,496	4,228	310	619	600
		Sivaganga	93,558	40,863	2,37,212	1,96,349	1,033	5,998	4,965	217	131	78	78	85	1,881	361	1,911	292	1,497	500
		Kanniyakumari	79,043	46,259	2,37,102	1,90,844	988	5,065	4,077	86	43	452	452	86	303	155	1,577	209	2,189	500
		Virudhunagar	1,33,202	46,846	2,37,360	1,90,513	1,686	8,545	6,859	354	283	239	431	245	2,792	408	2,390	440	2,150	500
		Thanjavur	2,79,177	53,968	2,37,226	1,83,258	4,072	17,899	13,827	1,216	2,119	999	4,983	97	1,989	1,187	4,774	573	3,534	500
		Kancheepuram	1,08,982	56,760	2,37,217	1,80,457	1,672	6,987	5,315	772	463	13	13	100	1,553	305	876	482	3,582	500
		Pudukkottai	1,21,781	62,277	2,37,576	1,75,299	2,050	7,820	5,770	516	323	158	330	170	1,235	555	3,464	651	1,967	500
		Ariyalur	1,06,191	64,403	2,37,340	1,72,937	1,848	6,812	4,963	572	344	36	687	82	1,197	847	3,181	311	803	600
		The Nilgiris	72,502	65,617	2,37,245	1,71,628	1,286	4,649	3,363	2	0	633	3,259	290	808	103	104	258	479	-
	Farmers could be BPL	Cuddalore	3,12,148	71,808	2,37,421	1,65,613	6,058	20,030	13,972	1,441	936	75	168	1,761	8,432	1,917	3,762	863	6,732	-
		Tiruppur	1,81,397	74,593	2,37,702	1,63,110	3,657	11,654	7,997	544	446	326	1,988	150	588	1,657	3,393	980	4,740	500
		Vellore	1,77,824	76,147	2,37,746	1,61,599	3,660	11,426	7,767	834	1,255	456	1,354	464	3,168	985	2,403	921	2,747	500
		Madurai	1,29,472	76,238	2,37,327	1,61,089	2,668	8,305	5,637	336	271	150	150	920	4,936	796	2,096	467	853	-
		Tirunelveli	1,97,163	77,090	2,37,189	1,60,099	4,108	12,639	8,531	661	658	259	677	827	5,210	1,671	3,569	690	2,525	-
		Krishnagiri	2,23,045	77,493	2,37,371	1,59,878	4,671	14,309	9,638	458	458	353	778	850	5,197	1,798	4,832	1,213	2,545	500
		Tiruvallur	1,33,861	80,716	2,38,475	1,57,759	2,920	8,628	5,708	791	791	10	10	607	3,397	1,124	2,985	388	945	500
		Dindigul	2,12,243	81,821	2,37,682	1,55,861	4,694	13,634	8,941	545	544	249	529	737	6,519	1,999	3,051	1,164	2,990	-
		Perambalur	99,680	89,350	2,37,241	1,47,891	2,407	6,391	3,984	903	765	134	1,425	744	3,036	348	363	279	303	500
	Above poverty line	Salem	2,64,521	98,605	2,37,945	1,39,340	7,049	17,011	9,962	1,012	637	359	1,438	2,819	11,925	1,063	1,063	1,797	1,948	-
		Tiruchirappalli	1,57,617	99,699	2,37,761	1,38,062	4,247	10,128	5,881	681	619	113	1,687	887	4,822	1,420	1,682	1,147	1,318	-
		Karur	71,465	1,03,129	2,37,137	1,34,007	1,992	4,580	2,588	166	158	48	48	267	1,833	985	1,559	526	983	-
		Dharmapuri	2,01,213	1,09,110	2,37,840	1,28,730	5,934	12,934	7,001	536	387	345	1,949	2,344	7,526	942	942	1,766	2,130	-
		Coimbatore	1,74,133	1,14,642	2,37,090	1,22,448	5,395	11,158	5,763	157	125	1,395	6,009	202	352	2,136	1,691	1,507	2,980	-
		Erode	1,69,809	1,15,529	2,37,211	1,21,681	5,302	10,887	5,584	654	536	378	3,524	937	3,780	2,572	1,487	762	1,560	-
		Theni	1,20,959	1,17,809	2,37,265	1,19,456	3,851	7,757	3,905	266	224	508	989	306	1,015	2,044	2,322	728	3,206	-
		Villupuram	4,21,465	1,24,871	2,38,369	1,13,498	14,224	27,153	12,929	2,031	1,953	137	345	7,572	16,396	3,201	4,771	1,283	3,688	-
		Tiruvannamalai	2,77,305	1,62,911	2,39,027	76,116	12,210	17,914	5,705	1,849	1,121	39	39	7,894	13,942	993	739	1,435	2,074	-
		Namakkal	2,07,050	1,92,132	2,38,642	46,511	10,752	13,354	2,603	669	553	222	222	1,514	3,739	7,593	8,090	754	750	39

Which are the game changing produces requiring focus in implementation?

Highly Distressed Districts (page 1 of 3):

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business need
Ramanathapuram	Paddy [-101]		Cumbu [+1495] Palm jaggery [+335] Gingelly [+260] Ragi [+105] Jasmine [+89]	Desi eggs [+2586] Tamarind [+32] Meat [+309] Drumstick [+107]	Milk [+2695] Coriander [+1284] Chillies [+830] Honey [+97] Sapota [+50]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.27 Lakhs
Nagapattinam	Paddy [-284] Groundnut [-4]		Bitter gourd [+1305] Gingelly [+148] Palm jaggery [+134]	Black gram [+1253] Green gram [+417] Tamarind [+325] Cashew nut [+256] Desi eggs [+534] Banana [+196] Meat [+186] Mango [+145] Drumstick [+118]	Milk [+8396] Brinjal [+389] Honey [97] Watermelon [+90] Jackfruit [+27]	Rs 1600 Cr Note: without additional allied business, farmer income will be Rs 2.15 Lakhs
Tiruvarur	Paddy [-428] Groundnut [-8]	Cotton [+221] Coconut [+125]	Bitter gourd [+6565] Palm jaggery [+1340] Gingelly [+575]	Black gram [+2024] Green gram [+146] Drumstick [+578] Desi eggs [+332] Meat [+321] Banana [+150]	Watermelon [+1102] Honey [+399] Milk [+1870]	Rs 1200 Cr Note: without additional allied business, farmer income will be Rs 2.22 Lakhs
Thoothukudi	Paddy [-46] Maize [-26]		Cumbu [+5573] Gooseberry [+1261] Bitter gourd [+269] Palm jaggery [+432]	Cholam [+747] Green gram [+525] Banana [+519] Black gram [+342] Desi eggs [+257] Drumstick [+286] Meat [+53]	Coriander [+13] Sunflower [+13] Milk [+196]	Rs 600 Cr Note: without additional allied business, farmer income will be Rs 2.27 Lakhs

Which are the game changing produces requiring focus in implementation?

Highly Distressed Districts (page 2 of 3):

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business need
Sivaganga	Paddy [-72] Groundnut [-13]		Palm jaggery [+540] Gooseberry [+527] Cane jaggery [+712]	Desi eggs [+988] Meat [+386] Banana [+88] Drumstick [+37] Mango [+20] Sugarcane [+17]	Papaya [+826] Milk [+246] Honey [+77]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.17 Lakhs
Kanniyakumari	Paddy [-43]		Tapioca [+213]	Banana [+383] Meat [+496] Desi eggs [+517] Cashew nut [+7] Tamarind [+10] Mango [+6]	Pineapple [+887] Jackfruit [+610] Cloves [+57] Milk [+347] Honey [+77]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.14 Lakhs
Virudhunagar	Maize [-43]	Cotton [+192]	Cumbu [+1490] Cardamom [+59] Palm jaggery [+328] Jasmine [+318] Gooseberry [+173]	Cholam [+1651] Desi eggs [+173] Banana [+52] Sugarcane [+39]	Guava [+282] Pomegranate [+98] Sunflower [+86] Milk [+1088]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.23 Lakhs
Thanjavur	Paddy [+924] Groundnut [-19]	Coconut [+3983]	Cane jaggery [+1778] Palm jaggery [+108]	Banana [+2302] Black gram [+434] Desi eggs [+437] Sugarcane [+209] Mango [+168] Meat [+28]	Milk [+2699] Honey [+198] Jackfruit [+16]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.3 Lakhs

Which are the game changing produces requiring focus in implementation?

Highly Distressed Districts (page 3 of 3):

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business need
Kancheepuram	Paddy [-226] Groundnut [-83]		Lady's finger [+918] Jasmine [+287] Gingelly [+227]	Desi eggs [+222] Improved eggs [+130] Mango [+118] Banana [+63] Meat [+29]	Watermelon [+951] Brinjal [+159] Milk [+1516] Jackfruit [+240] Honey [+198]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.2 Lakhs
Pudukkottai	Paddy [-115]	Coconut [+172]	Cucumber [+30] Jasmine [+459] Palm jaggery [+324] Gingelly [+127]	Improved eggs [+532] Cashew nut [+1627] Desi eggs [+316] Meat [+175] Banana [+154]	Jackfruit [+313] Brinjal [+125] Milk [+602] Sapota [+127] Watermelon [+124]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.2 Lakhs
Ariyalur	Maize [-82] Groundnut [-81] Paddy [-65]	Cotton [+651]	Tobacco [+98] Cane jaggery [+333] Cumbu [+313] Palm jaggery [+216] Tapioca [+54] Jasmine [+51]	Drumstick [+1424] Cashew nut [+773] Sugarcane [+39] Meat [+18]	Milk [+420]	Rs 600 Cr Note: without additional allied business, farmer income will be Rs 2.16 Lakhs
The Nilgiris		Tea [+2626]	Ginger [+518] Carrot [+0] Garlic [+0]		Potato [+98] Cabbage [+26] Beans [+20] Pears [+0] Honey [+77]	

Which are the game changing produces requiring focus in implementation?

Districts not highly distressed, but having more farmers below poverty line (page 1 of 2)

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business (TBD)
Cuddalore	Paddy [-348] Groundnut [-157]	Cotton [+92]	Coleus [+5586] Tapioca [+743] Gingelly [+174] Jasmine [+104]	Sugarcane [+1495] Banana [+298]	Jackfruit [+5510] Varagu [+53] Milk [+239]	-
Tirupur		Turmeric [+1539] Coconut [+123]	Tapioca [+373]	Meat [+1281] Drumstick [+162] Improved eggs [+111] Sugarcane [+75]	Papaya [+1321] Sapota [+773] Curry leaves [+179] Pomegranate [+90] Bengalgram [+14] Milk [+860] Watermelon [+397] Brinjal [+100]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.27 Lakhs
Vellore	Groundnut [+437]	Turmeric [+635] Coconut [+165]	Cane jaggery [+1671] Samai [+251] Ragi [+160] Jasmine [+590]	Sugarcane [+392] Banana [+669] Mango [+170] Meat [120]	Red gram [+755] Sapota [+627] Guava [+287]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.27 Lakhs
Madurai	Paddy [-43] Maize [-17]		Jasmine [+1542] Lady's finger [+122] Glory lilly [+1717] Cumbu [+266] Gooseberry [+202] Palm jaggery [+108]	Banana [+664] Drumstick [+522] Sugarcane [+50] Mango [+30]	Palmarosa [+76] Varagu [+18] Milk [+188]	-
Tirunelveli		Coconut [+239] Tea [+140]	Gooseberry [+2840] Jasmine [+822] Palm jaggery [+432]	Mango [+1029] Desi eggs [+536] Banana [+144] Meat [+93]	Cloves [+493] Leafy vegetables [+51] Sweet potato [+67] Milk [+1113] Sapota [+50]	-

Which are the game changing produces requiring focus in implementation?

Districts not highly distressed, but having more farmers below poverty line (page 2 of 2)

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business (TBD)
Krishnagiri		Coconut [+329]	Ragi [+2973] Samai [+356] Rose [+211] Jasmine [+649]	Mango [+2310] Tomato [+336] Improved eggs [+200] Meat [+87]	Cabbage [+124] Beans [+96] Potato [+91] Redgram [+54] Castor [+1] Milk [+806]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.29 Lakhs
Tiruvallur			Jasmine [+ 641] Gingelly [+471] Cane jaggery [+1497] Cumbu [+138]	Mango [+1489] Desi eggs [+140] Sugarcane [+123] Improved eggs [+41] Banana [+31] Meat [+29]	Milk [+469] Watermelon [+37]	Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.25 Lakhs
Dindigul		Coconut [+279]	Carrot [+1323] Garlic [+348] Rose [+40] Pepper [+146] Coleus [+2730] Jasmine [+615] Gooseberry [+333]	Drumstick [+360] Tamarind [+0] Mango [+564]	Sapota [+774] Pears [+319] Potato [+256] Beans [+45] Pomegranate [+24] Grapes [+77] Lemon [+7] Orange [+7] Guava [+169]	-
Perambalur	Maize [-123] Paddy [-13]	Cotton [+726] Turmeric [+564]	Coleus [+1785] Tapioca [+418] Cumbu [+44] Gingelly [+22]	Banana [+11]		Rs 500 Cr Note: without additional allied business, farmer income will be Rs 2.19 Lakhs

Which are the game changing produces requiring focus in implementation?
 Districts having more farmers above Poverty Line (page 1 of 2)

	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business (TBD)
Salem	Maize [-235] Groundnut [-77]	Cotton [+248] Turmeric [+617] Coconut [+213]	Glory lily [+6160] Tapioca [+1814] Ragi [+194] Jasmine [+377] Samai [+200]		Pears [+0] Orange [+0] Leafy vegetables [+0] Curry leaves [+0] Milk [+148]	-
Tiruchirappalli	Maize [-27] Groundnut [-17]	Turmeric [+1500]	Tapioca [+1671] Coleus [+1654] Jasmine [+313] Gingelly [+174] Cumbu [+113]	Banana [+191] Mango [+33] Sugarcane [+23]	Lemon [+46] Castor [+1]	-
Karur			Gingelly [+752] Cane jaggery [+292] Tapioca [+247] Jasmine +152] Pal jaggery [+108]	Drumstick [+403] Banana [+122] Sugarcane [+48]	Sunflower [+83] Sweet potato [+72] Milk [+231] Red gram [+29]	-
Dharmapuri	Groundnut [-71] Paddy [-33]	Turmeric [+1227] Cotton [+209] Coconut [+168]	Glory lily [+3424] Rose [+16] Tobacco [+0] Tapioca [+1742]	Tomato [+0]	Palmarosa [+0] Bengalgram [+0] Milk [+286] Honey [+77]	-
Coimbatore		Tea [+3204] Coconut [+1206] Turmeric [+204]	Ginger [+21] Tapioca [+98]	Improved eggs [+0]	Leafy vegetables [+193] Grapes [+0] Curry leaves [+0] Bengalgram [+0] Milk [+1190] Honey [+77]	-

Which are the game changing produces requiring focus in implementation?

Districts having more farmers above Poverty Line (page 2 of 2)

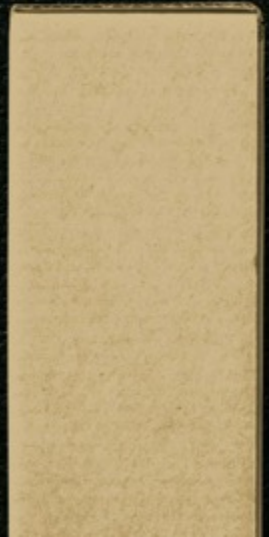
	Reallocate area to high income (Rs Cr)	Lead in global market (Rs Cr)	Increase export (Rs Cr)	Lead in Indian market (Rs Cr)	Focus TN Market (Rs Cr)	Additional allied business (TBD)
Erode	Groundnut [-26] Maize [-83]	Turmeric [+2973] Coconut [+172]	Ginger [+24] Garlic [+0] Tapioca [+1214] Glory lily [+1000] Cane jaggery [+472] Ragi [+112]		Milk [+593] Honey [+56]	-
Theni		Coconut [+481]	Cardamom [+213] Cane jaggery [+176] Jasmine [+97]	Drumstick [+467] Tomato [+229] Tamarind [+30] Mango [+130] Sugarcane [+97] Cholam [+46]	Grapes [+1455] Orange [+1] Leafy veg [+148] Papaya [+117] Lemon [+12] Cabbage [+54] Redgram [+54] Milk [+221] Honey [+117] Sapota [+116]	-
Villupuram	Groundnut [-106] Maize [+30]	Cotton [+208]	Coleus [+5199] Tapioca [+3627]	Sugarcane [+1584] Cashew nut [+28]	Watermelon [+457] Guava [+670] Varagu [+1] Thinai [+8] Milk [+1144]	-
Tiruvannamalai	Groundnut [-426] Paddy [-298]		Tapioca [+283] Glory lily [+5765] Coleus [+0]	Sugarcane [+0]	Palmarosa [+659]	-
Namakkal	Maize [-54] Onion [-47]		Tapioca [+2225] Pepper [+0]	Improved eggs [+617] Cholam [+0]	Pineapple [+0] Castor [+0]	-



How we get there by 2030

Allied industries:

- District wise Agri SIPCOTs
- Startup ecosystem for Near farm village Enterprises



Hubs Model with Agri SIPCOT infrastructure		Hubs for Export				Hubs for Indian Market				Hubs for TN Market (Horticulture)				Hubs for TN (Other)			
		Cumbu				Tamarind		Desi eggs						Coriander	Chilies	Milk	
Highly Distressed Districts	Ramanathapuram					Tamarind		Green gram	Black gram	cashew	Brinjal				Milk		
	Nagapattinam	Bitter gourd				Tamarind		Green gram	Black gram	cashew	Brinjal				Milk		
	Tiruvarur	Bittergourd	Gingelly	Palm jaggery		Green gram		Black gram		Watermelon				Honey			
	Thoothukudi	Gooseberry	Cumbu	Bitter gourd	Palm jaggery	Banana	Green gram		Cholam					Coriander	Sunflower		
	Sivaganga	Gooseberry		Palm jaggery		Meat	Desi eggs			Papaya							
	Kanniyakumari	Cocoa				Banana	Meat			Jackfruit	Pineapple		Cloves				
	Virudhunagar	Cumbu	Cardamom			Cholam				Pomegranate	Guava		Sunflower				
	Thanjavur	Coconut	Cane jaggery			Banana		Black gram						Milk	Honey		
	Kancheepuram	Lady's finger								Watermelon	Brinjal		Honey				
	Pudukkottai	Cucumber				Cashew	Improved eggs			Jackfruit	Brinjal						
	Ariyalur	Cotton	Tobacco			Drumstick		Cashew									
The Nilgiris	Tea	Carrot	Ginger	Garlic					Potato	Cabbage	Beans	Pears					
Not distressed, but farmers could be BPL	Cuddalore	Coleus				Sugarcane				Jackfruit				Varagu			
	Tirupur	Turmeric				Meat				Sapota	Papaya	Pomegranate	Curry leaves	Bengal gram			
	Vellore	Ragi	Samai	Cane jaggery		Sugarcane				Sapota	Guava			Red gram			
	Madurai	Lady's finger		Jasmine		Drumstick		Banana						Palmarosa	Varagu		
	Tirunelveli	Gooseberry		Jasmine		Mango	Desi eggs			Leafy ve.	Sweet potato		Colves				
	Krishnagiri	Ragi	Samai	Rose		Tomato		Mango		Beans	Cabbage	Potato		Red gram	Castor		
	Tiruvallur	Gingelly	Jasmine	Cane jaggery		Mango											
	Dindigul	Rose	Carrot	Pepper	Garlic	Drumstick		Tamarind		Sapota, Grapes, Pears, Lemon, Potato, Orange, Pomegranate, Beans							
	Perambalur	Cotton															
Above poverty line	Salem	Cotton	Tapioca	Ragi	Glory lilly					Pears	Orange	Leafy veg	Curry leaves				
	Tiruchirappalli	Turmeric				Banana				Lemon				Castor			
	Karur	Gingelly				Drumstick				Sweet potato				Sun flower			
	Dharmapuri	Rose	Tobacco	Glory lilly		Tomato								Palmarosa	Bengal gram		
	Coimbatore	Coconut	Ginger	Tea		Improved eggs				Grapes	Leafy veg.	Curry leaves		Bengal gram			
	Erode	Turmeric	Ginger	Garlic													
	Theni	Coconut		Cardamom		Drumstick	Tamarind		Tomato	Grapes, Orange, Leafy Veg, Papaya, Lemon, Cabbage				Red gram			
	Villupuram	Coleus		Tapioca		Sugarcane				Watermelon	Guava			Varagu	Thinai		
	Tiruvannamalai	Coleus		Glory lily		Sugarcane								Palmarosa			
	Namakkal	Tapioca		Pepper		Cholam	Improved eggs			Pineapple				Castor			

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Agri SIPCOT in Highly Distressed Districts

- Tea, bottled tea cold beverages for export
- Assaying, packaging, pre-cooling and dispatch hubs of Carrot, Ginger, Garlic for export
- Pears, Beans, Cabbage, Potato supply to TN

- Cotton and Tobacco units for export
- Drumstick and Cashew nut processing for pan India

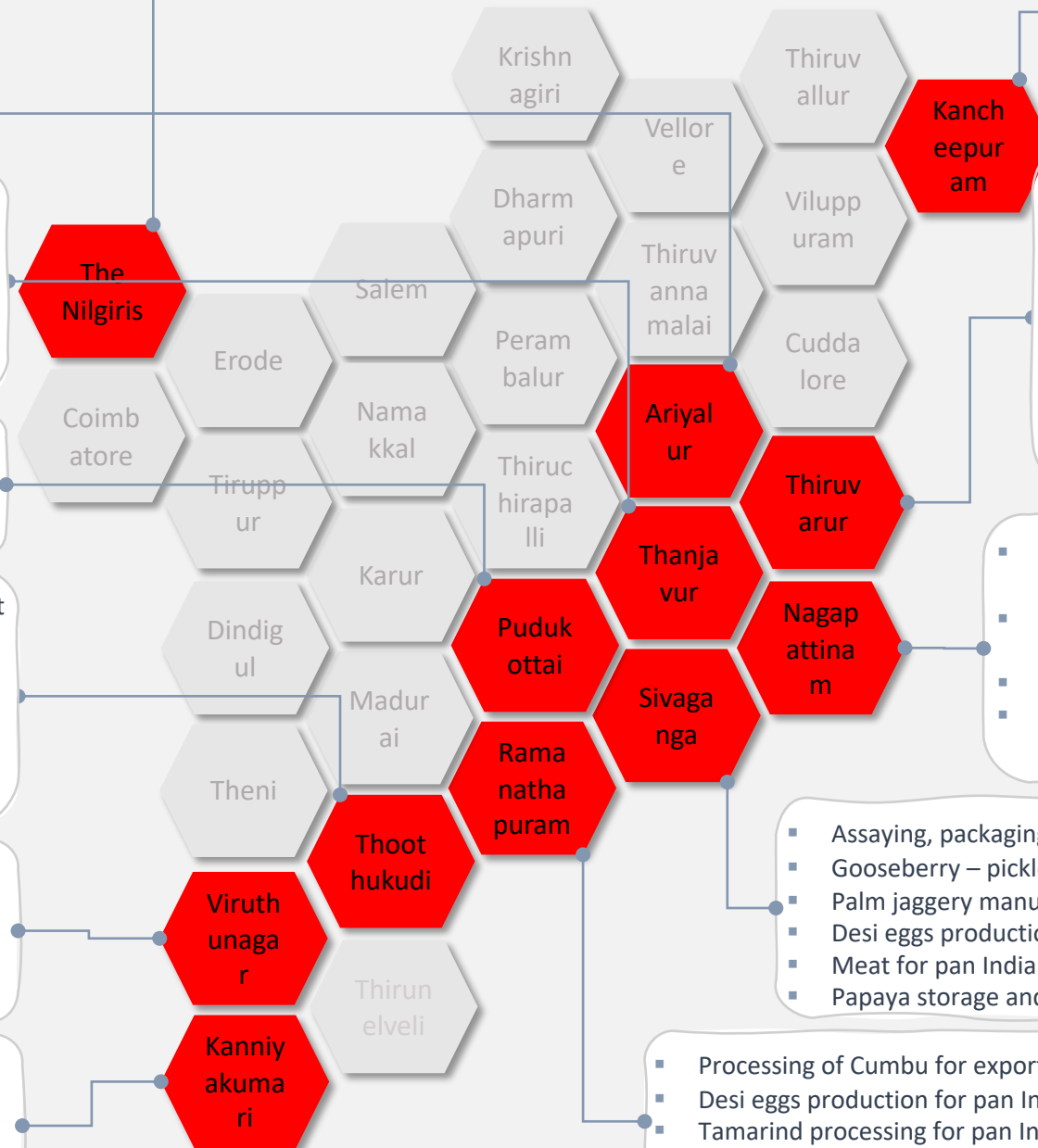
- Coconut oil/cream/snacks production for export
- Cane jaggery(powder/pieces) production for export
- Storage and supply of Banana to pan India
- Green gram and Black gram processing for India
- Rice processing unit to supply to TN /PDS
- Fibre Boards etc., from Rice Straw, Coir related
- Animal feed / fodder

- Cucumber processing for export
- Processing of cashew nut for pan India
- Production of improved eggs for pan India
- Jackfruit, Brinjal storage and supply to TN

- Processing of Bitter gourd and Gooseberry for export
- Processing of Cumbu for export
- Palm jaggery production for export
- Processing of Green gram and Cholam for pan India
- Storage and supply of Banana to pan India
- Sunflower oil manufacturing
- Coriander storage and supply to TN market

- Cumbu and Cardamom processing for export
- Storage and supply of Cholam to pan India
- Guava, Pomegranate storage and supply to TN
- Juices/ Jam from Guava, Pomegranate
- Sunflower oil manufacturing

- Cocoa and Cocoa processing for export
- Storage and supply of Banana to pan India
- Meat processing for pan India
- Jackfruit, Pineapple, Cloves storage and supply to TN
- Juices/ Jam from jackfruit and pineapple



- Assaying, packaging, pre-cooling and dispatch hubs of Lady's finger for export
- Watermelon and Brinjal storage and supply to TN
- Honey harvesting and packing
- Preserves – pickles, jams, chutney, juice, etc.
- Sericulture, silk works

- Assaying, packaging, pre-cooling and dispatch hubs of Bitter gourd for export
- Gingelly edible oil/ snacks manufacturing for export
- Palm jaggery manufacturing for export
- Green gram and Black gram processing for pan India
- Watermelon storage and supply to TN market
- Honey harvesting and packing
- Dairy processing unit for TN market - butter, ghee, ice cream, cheese, powder, etc.
- Preserves – pickles, jams, chutney, juice, etc.

- Assaying, packaging, pre-cooling and dispatch hubs of Bitter gourd for export
- Green gram, Black gram, Tamarind, Cashew nut processing for pan India market
- Brinjal storage and supply to TN market
- Dairy processing unit for TN market - butter, ghee, ice cream, cheese, powder, etc.

- Assaying, packaging, pre-cooling and dispatch hubs of Gooseberry for export
- Gooseberry – pickles, jams, chutney, juice, etc.
- Palm jaggery manufacturing for export
- Desi eggs production for pan India market
- Meat for pan India frozen, preserved, canned, concentrate, additives, etc.
- Papaya storage and supply to TN market

- Processing of Cumbu for export - flour, meals, ready-to-cook, ready-to-eat, etc.
- Desi eggs production for pan India market
- Tamarind processing for pan India market
- Coriander, Chilies for TN market – powders, masalas, vinegar, sauces, etc.
- Dairy processing unit for TN market - butter, ghee, ice cream, cheese, powder

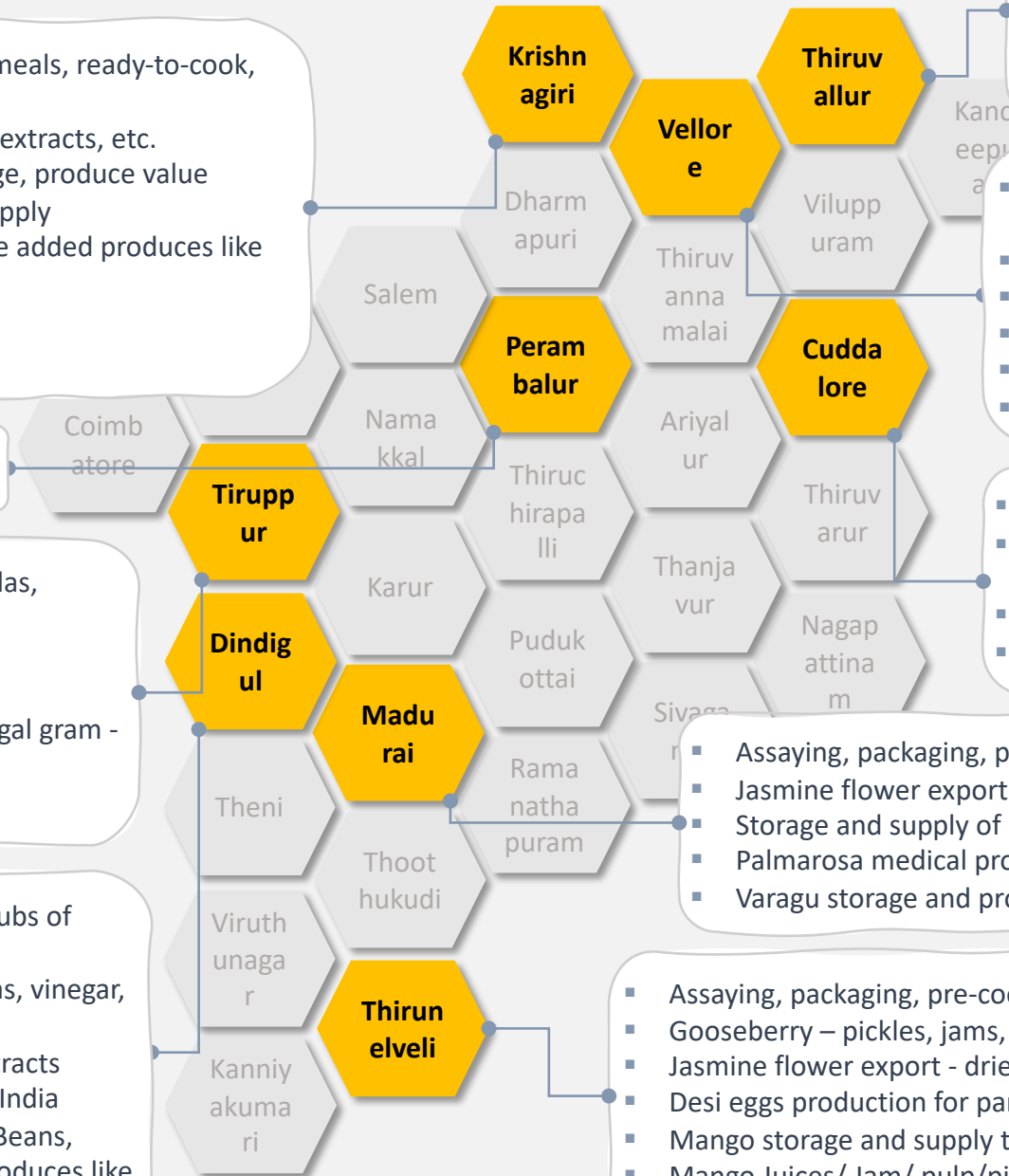
Agri SIPCOT in districts where farmers are Below Poverty Line (BPL)

- Processing of Ragi and Samai for export - flour, meals, ready-to-cook, ready-to-eat, etc.
- Jasmine flower export - dried floral items, floral extracts, etc.
- Tomato and Mango for pan India market - storage, produce value added produces like juice/pickle/jam/etc and supply
- Beans, Cabbage, Potato - storage, produce value added produces like juice/pickle/jam/etc and supply to TN market
- Red gram storage and processing for TN market
- Castor oil production

- Cotton and Tobacco units for export

- Turmeric processing for export – powders, masalas, vinegar, sauces, etc.
- Meat for pan India frozen, preserved, canned, concentrate, additives, etc.
- Sapota, Papaya, Pomegranate, Curry leaves, Bengal gram - storage, produce value added produces like juice/pickle/jam/etc and supply to TN market

- Assaying, packaging, pre-cooling and dispatch hubs of Carrot and Garlic for export
- Pepper processing for export – powders, masalas, vinegar, sauces, etc.
- Rose flower export - dried floral items, floral extracts
- Storage & supply of Drumstick and Tamarind to India
- Sapota, Grapes, Pears, Lemon, Potato, Orange, Beans, Pomegranate - storage, produce value added produces like juice/pickle/jam/etc and supply to TN market



- Gingelly edible oil/ snacks manufacturing for export
- Jasmine flower export - dried floral items, floral extracts, etc.
- Cane jaggery(powder/pieces) production for export
- Mango processing (fruit/juice/pickle/etc) for India

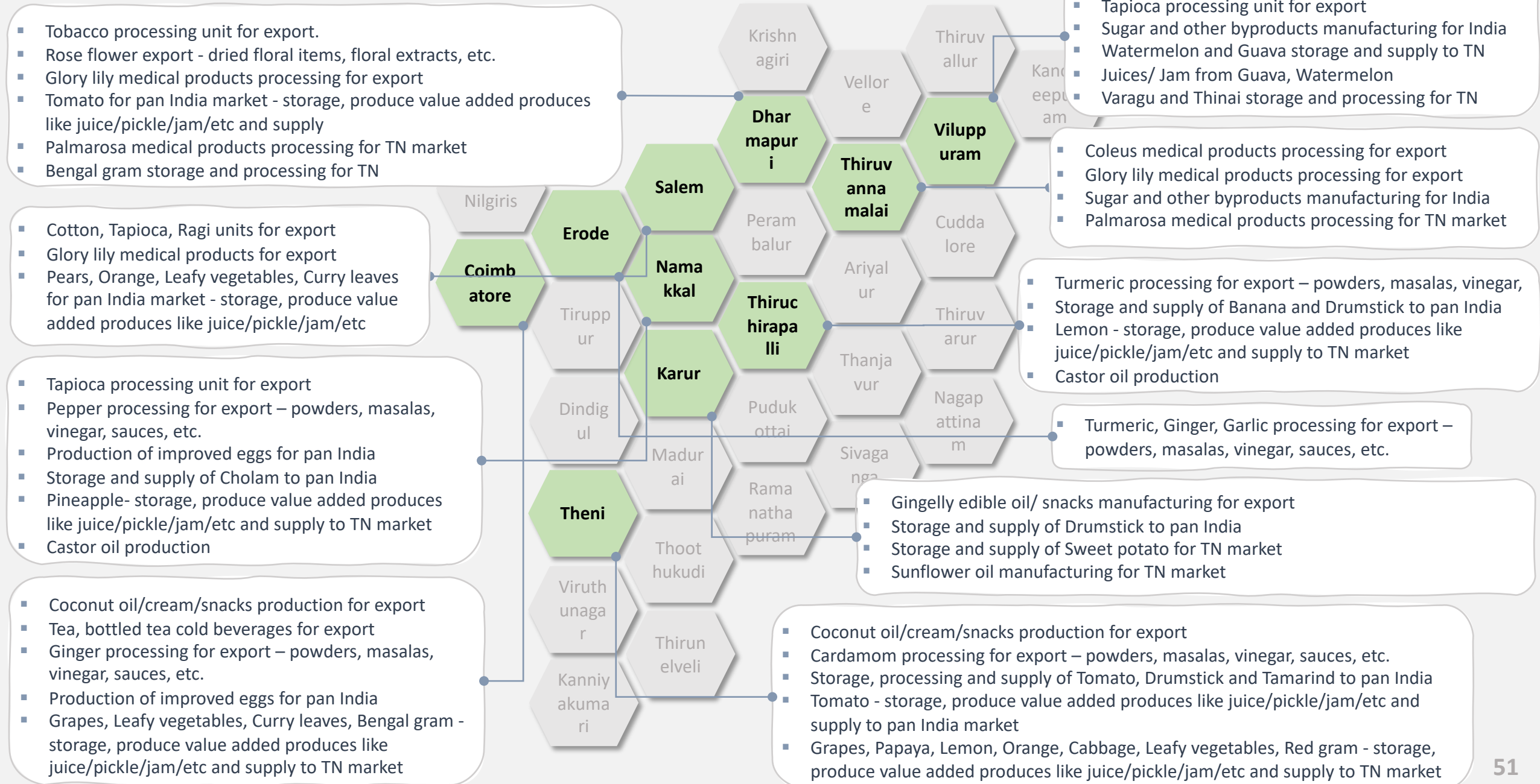
- Processing of Ragi and Samai for export - flour, meals, ready-to-cook, ready-to-eat, etc.
- Cane jaggery(powder/pieces) production for export
- Sugar and other byproducts manufacturing for India
- Sapota and Guava storage and supply to TN market
- Juices/ Jam from Guava, Sapota
- Red gram storage and processing for TN market

- Coleus medical products processing for export
- Sugar and other byproducts manufacturing for Indian market
- Jackfruit storage and supply to TN market
- Varagu storage and processing for TN market

- Assaying, packaging, pre-cooling and dispatch hubs of Lady's finger for export
- Jasmine flower export - dried floral items, floral extracts, etc
- Storage and supply of Banana and Drumstick to pan India
- Palmarosa medical products processing for TN market
- Varagu storage and processing for TN market

- Assaying, packaging, pre-cooling and dispatch hubs of Gooseberry for export
- Gooseberry – pickles, jams, chutney, juice, etc.
- Jasmine flower export - dried floral items, floral extracts, etc.
- Desi eggs production for pan India market
- Mango storage and supply to pan India
- Mango Juices/ Jam/ pulp/pickle/ etc from Mango for pan India
- Storage and supply of Leafy vegetables, Sweet potato, Cloves for TN market

Agri SIPCOT in districts where farmers are above poverty line



Agri Startups

Near Farm Village Enterprises

Besides Agri SIPCOT, startup ecosystem and schemes are required to promote village enterprises near farm across the state

Value addition to Primary Agriculture Production Systems

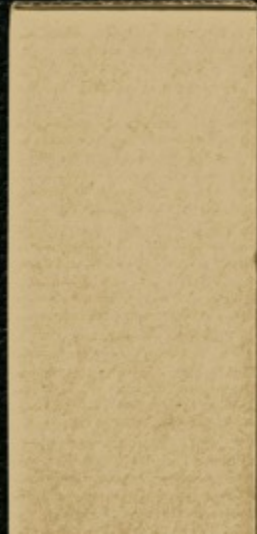
- Bio fertilizer unit (Azospirillum, Azolla etc.,)
- Bio pesticide unit (concoctions, bio/plant extracts, etc.)
- Horticulture nursery
- Forest nursery
- Field crops nursery
- Flowers nursery
- Vermicompost
- Anaerobic digested compost
- Water, Soil Testing / Analysis
- Animal feed / fodder production (including urea enriched straw blocks)
- Food produces like garlic extracts/ paste, turmeric powder, energy powder, pickles, jams, etc
- Hiring centres
- Weaving, breeding, flavours, dyes, ayush medicines, etc.

Alternative Enterprises

- Bee Keeping
- Neem products
- Coir extraction and products
- Venom farming
- Hydroponics
- Corn powder production
- Palmyra Palm Products
- Broomstick Production
- Green manure (Daincha, etc)
- Kitchen Gardening / Sack Vegetable Cultivation
- Aloe Vera
- Bull Servicing
- Eucalyptus
- Bamboo Products
- Babui Grass Products (handbags, etc)
- Lac Cultivation
- Sericulture, silk works

Enterprises that rely on residues and wastes

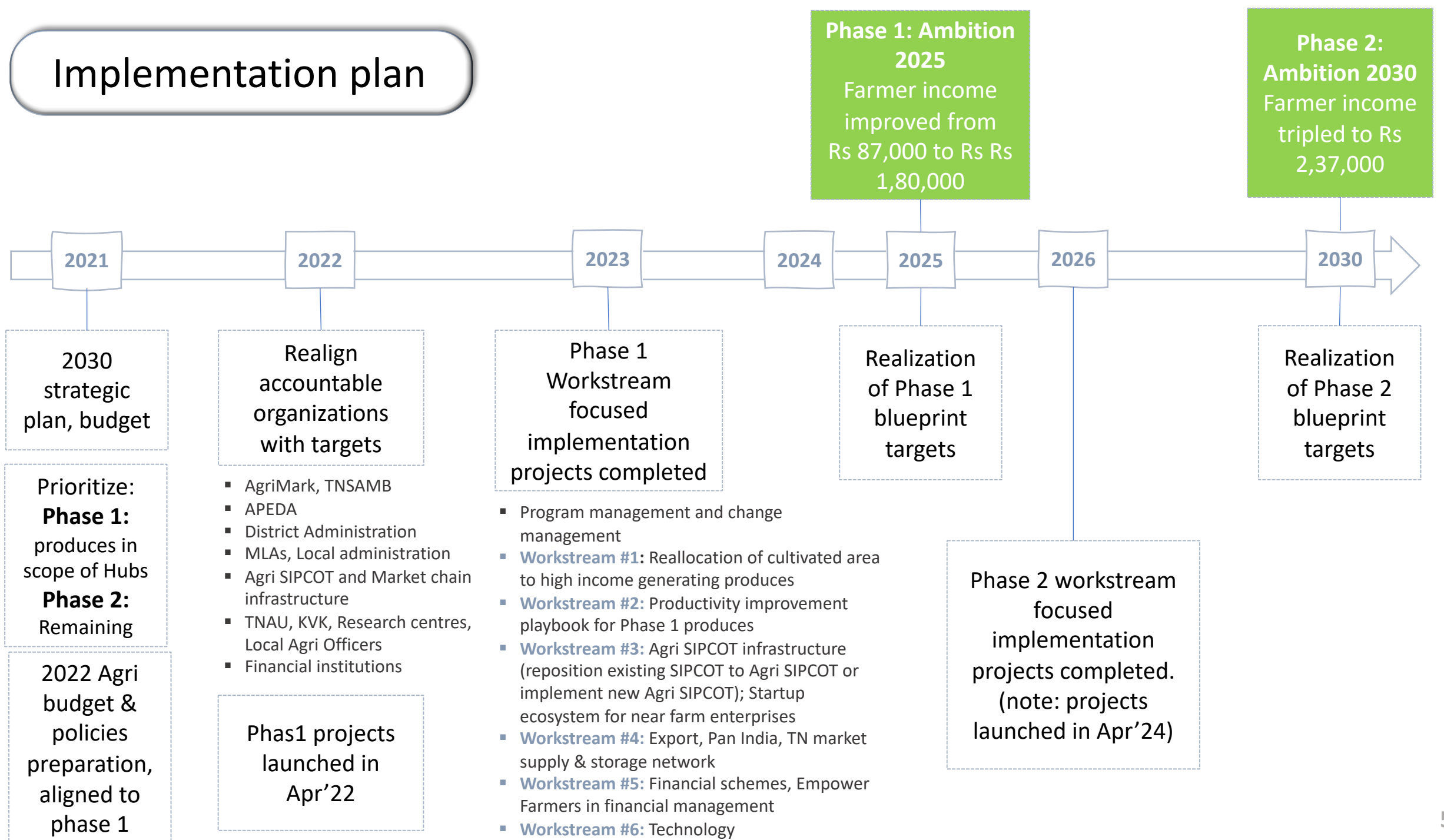
- Cotton Stalk Products
- Dung logs, bio-gas, leather extracts, etc
- Urea Enriched Fodder Block from Rice Straws
- Agave / Banana Fibre Extraction & Products
- Cutlery plates from Wheat Husk, Arecanut Leaves, Siali Leaves, etc.
- Chemicals from agri waste (citric acid, phenol, pharmaceutical chemicals, edible oils, waxes, etc)



How we get there by 2030

‘The implementation plan’

Implementation plan



Phase 1 (2021-25) implementation plan – AMBITION Rs 1,80,000

Milestone 1:
Rs 1,80,000
by 2025

Dec'21-Mar'22

Decision on
Phase 1
prioritization

(focus game
changing produces
proposed in hubs
model?)

Agreement
on Phase 1
targets with
accountable
stakeholders

2022 Agri &
Allied Budget
planning

Establish
governance
mechanism

Program Kick-
off

H1.22

H2.22

H1.23

H2.23

2024

Design & Implement

Measure

Workstream #1:
Reallocation of cultivated
area to high income
generating produces

District Administration...
▪ prepares plan & targets at
Constituency, Taluk and
Village level

Agriculture Officers
work with farmers...
▪ remap farming area
▪ co-op farming groups

Agriculture Officers work with farmers...
▪ Farming initiated and in progress per
new targets

Workstream #2:
Productivity improvement
playbook for Phase 1
produces

TNAU, Research centers...
▪ Develop productivity
improvement playbook
for Phase 1 game
changing produces

KVK trains farmers...
▪ Productivity practices
▪ Near farm startup
▪ Financial schemes

Agriculture Officers work with farmers...
▪ Implement productivity playbook

Workstream #3: Agri
SIPCOT, Startup ecosystem
for near farm enterprises

Agri SIPCOT and Agri Startup (new department? TBD)...
▪ Agri investors meet; Establish Agri SIPCOT
▪ Establish Startup ecosystem; Design incentives to attract
startup enterprises

Agri SIPCOT and Agri Startup (new
department? TBD)...
▪ Agri SIPCOT begins operations
▪ Startups begin operations

Workstream #4: Export,
Pan India, TN market supply
& storage network

AgriMark, TNSAMB...
▪ Market planning – Export,
Pan India, TN market
▪ Supply chain network
planning

AgriMark, TNSAMB...
▪ Export tax tariff
related agreement
▪ Establish supply
chain network

AgriMark, TNSAMB...
▪ Quickwin targets realized
▪ Business development – promotions,
distribution
▪ Value added produces marketing

Workstream #5: Financial
schemes, Empower
Farmers in financial
management

Who TBD...
▪ Design incentives - to
attract farmers towards
remapping to target
produces

Who TBD...
▪ Develop tool or
handbook for helping
farmers in financial
management

Agri officers...
▪ Implement incentives
Local financial institutions...
▪ Implement financial management
tools

Workstream #6:
Technology

IT department...
▪ Design and develop BI
solutions for data
integration, reporting
▪ AgriTech solutions
proposal

District administration...
▪ Begin to establish
baseline reporting
IT department...
▪ Develop/ procure
AgriTech solutions

All users...
▪ Uses BI solution for reporting and
governance
IT department...
▪ Implement AgriTech solutions

Agriculture Officers...
▪ Production actuals Vs Target
▪ Productivity actuals Vs Target
▪ Area of production actuals Vs
Target
▪ Data aggregated: Village,
Taluk, District, State

Agri SIPCOT and Startup
department...
▪ Employment
▪ Allied income

AgriMark, TNSAMB...
▪ Export GVA
▪ Pan India GVA
▪ TN market GVA
▪ Produce wise GVA

Who TBD...
▪ Ratio of Incentives distributed
Vs Farmer income
▪ Farmer savings improvement
▪ Borrowings Vs Savings

IT department...
▪ AgriTech investment Vs
Productivity improvement

		Hubs for Export				Hubs for Indian Market				Hubs for TN Market (Horticulture)				Hubs for TN (Other)			
		Cumbu				Tamarind		Desi eggs						Coriander	Chilies	Milk	
Decision required on...	Highly Distressed Districts	Ramanathapuram															
		Nagapattinam	Bitter gourd				Tamarind	Green gram	Black gram	cashew	Brinjal				Milk		
		Tiruvarur	Bittergourd	Gingelly	Palm jaggery		Green gram		Black gram		Watermelon				Honey		
		Thoothukudi	Gooseberry	Cumbu	Bitter gourd	Palm jaggery	Banana	Green gram		Cholam					Coriander	Sunflower	
		Sivaganga	Gooseberry		Palm jaggery		Meat	Desi eggs			Papaya						
		Kanniyakumari	Cocoa				Banana	Meat			Jackfruit	Pineapple		Cloves			
		Virudhunagar	Cumbu	Cardamom			Cholam				Pomegranate	Guava		Sunflower			
		Thanjavur	Coconut	Cane jaggery			Banana		Black gram						Milk	Honey	
		Kancheepuram	Lady's finger								Watermelon	Brinjal		Honey			
		Pudukkottai	Cucumber				Cashew	Improved eggs			Jackfruit	Brinjal					
		Ariyalur	Cotton	Tobacco			Drumstick		Cashew								
		The Nilgiris	Tea	Carrot	Ginger	Garlic					Potato	Cabbage	Beans	Pears			
For Phase 1 (2022-25) implementation, can we prioritize these game changing produces in scope for Hubs?	Not distressed, but farmers could be BPL	Cuddalore	Coleus				Sugarcane				Jackfruit				Varagu		
		Tirupur	Turmeric				Meat				Sapota	Papaya	Pomegranate	Curry leaves	Bengal gram		
		Vellore	Ragi	Samai	Cane jaggery		Sugarcane				Sapota	Guava			Red gram		
		Madurai	Lady's finger		Jasmine		Drumstick		Banana						Palmarosa	Varagu	
		Tirunelveli	Gooseberry		Jasmine		Mango	Desi eggs			Leafy ve.	Sweet potato			Colves		
		Krishnagiri	Ragi	Samai	Rose		Tomato		Mango		Beans	Cabbage	Potato		Red gram	Castor	
		Tiruvallur	Gingelly	Jasmine	Cane jaggery		Mango										
		Dindigul	Rose	Carrot	Pepper	Garlic	Drumstick		Tamarind		Sapota, Grapes, Pears, Lemon, Potato, Orange, Pomegranate, Beans						
		Perambalur	Cotton														
			Above poverty line	Salem	Cotton	Tapioca	Ragi	Glory lilly					Pears	Orange	Leafy veg	Curry leaves	
Tiruchirappalli	Turmeric				Banana				Lemon				Castor				
Karur	Gingelly				Drumstick				Sweet potato				Sun flower				
Dharmapuri	Rose			Tobacco	Glory lilly		Tomato								Palmarosa	Bengal gram	
Coimbatore	Coconut			Ginger	Tea		Improved eggs				Grapes	Leafy veg.	Curry leaves		Bengal gram		
Erode	Turmeric			Ginger	Garlic												
Theni	Coconut			Cardamom		Drumstick	Tamarind		Tomato	Grapes, Orange, Leafy Veg, Papaya, Lemon, Cabbage				Red gram			
Villupuram	Coleus			Tapioca		Sugarcane				Watermelon	Guava			Varagu	Thinai		
Tiruvannamalai	Coleus			Glory lily			Sugarcane								Palmarosa		
Namakkal	Tapioca			Pepper		Cholam	Improved eggs			Pineapple				Castor			
		56															

Agri & Allied 2022 Budget estimation

(for discussion purpose and further analysis & calculations can be completed after finalizing approach and phase 1 priorities)

Category	Scheme	2022 estimate (Rs Cr)	Vs. 2021 budget (Rs Cr)
Farmer attractiveness	Incentives through MSP+		
	Co-operative farming through MSP++		
	Subsidy for farm inputs, machinery, Crop insurance premium		
	Farmer salary (Fixed income) who have registered in target production		
	Hub procurement/ transportation cost (free?)		
Market attractiveness	Standards (especially for Export)		
	Packaging and branding		
	Storage units		
Agri SIPCOT	Tax benefit – EoU, IoU		
	Agri Investor meei		
	Setup xx of Agri SIPCOTs		
	Reposition existing SIPCOTs (where possible)		
Agri Startups	State funded venture capital		
	Subsidized rented facilities for startups		
	Tax benefit – for early-stage companies		
Productivity	AgriTech solutions – government funded for 3 years		
	Cropping intensity – rewards/ awards		
	Funding for TNAU, KVK – playbook, training		
Technology	BI solutions for data integration and reporting		
	Farmer app – personalization, curation, financial planning & management		
OpEx	Administration for program management and change management		
Recurring	Existing recurring expenses from 2021 agri budget		



Thank
you!

Retchagan Christopher

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